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KRALYEVICH PRODUCTIONS, INC.

Back to the Source: Where Stuff Comes From.

A Television Series
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There you are, sitting in your favorite neighborhood restaurant, ready to dig into a steak dinner with all the fixings.

But wait, before you take that first bite...did you ever wonder where your dinner came from?

No, we don't mean the restaurant's kitchen. We mean, who bred the steer that became the steak? And who grew the potato that became the fries? And while we're at it, who cultivated the grapes for that Merlot you're enjoying. And just where did that dinner plate and silverware come from?

What we're getting at is, if you've ever wondered where the millions of things in your world come from, well, you've come to the right place.

WHAT IS THE SHOW?

Back to the Source is a 13x60 series that gets to the source—literally—of where stuff comes from. Whether it's the food on your plate, the tires on your car, the cotton in your T-shirt or the sugar in your coffee, KPI will take you back to where it all began.

We'll travel across the globe, visiting farmers, factories, artisans, animal breeders and anybody else in between to find out how a strawberry in Southern California becomes a spread for somebody's toast in South Dakota.

FROM MACRO TO MICRO

Each episode of *Back to the Source* will take you backwards on a journey of discovery. There is no limit to the topics we will investigate. For example, we could take you *Back to the Source* of:

- ❖ Lamborghini Sports Cars
- ❖ Chanel Perfume
- ❖ Justin Cowboy Boots
- ❖ Tiffany Engagement Rings
- ❖ NFL Footballs
- ❖ Louisville Sluggers
- ❖ GE Light Bulbs
- ❖ Ball-point Pens
- ❖ US Grade A T-Bone Steaks
- ❖ Academy Award Statues

We've fleshed out three "Back to the Source" journeys for you below:

Getting the Coffee to Your Cup

Just how does that hot black liquid you can't live without end up in your cup?



KPI's cameras will start their tale by traveling to Guatemala, one of the major coffee-growing countries of the world. We'll speak with the owners of the coffee plantations and talk to the workers who care for the coffee trees. We'll see what coffee-bean blossoms look like and keep filming as the ripe red beans are harvested and shipped to market.



We'll be there as Guatemalan coffee-grower cooperatives present their wares to the major coffee buyers and roasters of the world. We'll interview the participants in these transactions to get the scoop on how the business really works. Then, we'll catch up with one of the coffee buyers (we have friends in high places at *Starbucks*!) once the precious beans arrive at major ports in New York or San Francisco. They'll take us with them as they go about the business of roasting the coffee beans so that the raw red beans begin to resemble the precious black nuggets you put in your grinder every morning.

Next stop is the factory where the roasted beans are ground and packaged for shipment to grocery stores, delis, restaurants and, yes, of course, your local *Starbucks*.

Putting the Sweater on Your Back

Imagine one of the most beautiful places on earth: a green meadow in New Zealand, dotted with fluffy white sheep, munching peacefully on the sweet, fragrant grass.



But look a little more closely and you'll see one of KPI's intrepid cameras, filming the whole scene in order to get to the source of your favorite sweater.



Of course, we won't stop with the sheep. We'll tag along as "gangs" shear the sheep, sort the fleeces and pack them into 150kg bales of fluff. We'll follow the bales on their way to a finishing house where the wool is prepared for sale.

Next stop: wholesaler factories in New Zealand where the raw wool is turned into yarn and readied for export.

Our yarn will continue its travels to Mainland China, where even the most high-end sweater labels have their products manufactured for sale in the

United States.

We'll watch as machines spin the New Zealand yarn into that \$200 sweater you just can't resist at Bloomingdale's.

Getting the Computer on Your Desk

Did you ever wonder where the parts in that computer you rely on come from? Well, that's just the kind of question *Back to the Source* will answer.

For example: Your computer's exterior is made of plastic crafted in **Los Angeles**, out of **Saudi Arabian** oil, **Wyoming** coal, and **Texas** natural gas.



The computer chips are made of sand mined in **Washington**, heated with carbon in **Oregon** and then shipped to Silicon Valley in **Northern California**. There, the chips are treated with copper from **Arizona**, gold from **South Africa** and packed in unbleached Douglas-fir from **Montana**, black plastic foam from **Japan** for shipment to **Malaysia**, where they are inserted into circuit boards made in **Texas**, plated with copper from **Chile**, tin from **Brazil**, and a bit of lead recycled from **Houston's** dead car batteries.

Talk about globalization! And KPI's cameras will be there every step of the way!

CONCLUSION

Back to the Source will take your viewers on a fun and fact-filled journey around the world. Where does stuff come from? Wouldn't you like to know...tune in to find out!

ABOUT KPI

Since 1992, KPI has been a steady supplier of award-winning television programming. Our clients include A&E, Alliance/Atlantis, The Discovery Channel, TNN, TLC, Discovery Health, The History Channel, Bravo, The Disney Channel, CBS, Court TV, and MSNBC. Please visit our Web site (www.kpity.com) for a complete listing of programs and clients.

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