

CRAFT

A Craig Noble Film

Press Kit

Drink Better Beer.

WWW.CRAFTBEERMOVIE.COM

DIRECTOR'S STATEMENT

Having grown up all across Canada and being fortunate enough to travel the globe filming and producing for my production company, Pixel One Productions, I have deep-rooted love for documentary film and travel. I grew up watching National Geographic, Jacque Cousteau and David Suzuki documentaries on PBS and CBC. Those formative viewing experiences growing up translated into studying Anthropology for my undergraduate degree and completing my masters in Communications where I produced my first feature documentary, City Space, as part of my thesis.

CRAFT is my third feature documentary and is a product of over two years of research and filming across North America. Born out of a great appreciation of craft beer and my observation of the massive explosion of the industry in the last 10 years, I decided to undertake an in-depth and personal journey into the heart of craft beer. I committed to the project in San Diego after a 2012 brewery tour and from there on in I have been living and breathing craft beer.

My creative process is one of participant observation and I totally commit myself to the lifestyle and subject matter of every film. Part of the immersive nature of this process was the brewing of the Farmhouse Ale, which is documented in the final section of the film. This was made possible by collaborating with local craft brewers at each tour stop and as an additional treat, the beer will be available at each of the Spring tour stops. To be able to taste the beer that is being crafted on screen is part of the integral experience of CRAFT.

CRAIG NOBLE

Producer/Director

SYNOPSIS

Prepare yourself for a beertastic voyage to the front lines of the Craft Beer Revolution.

From coast to coast independent craft brewers are pushing the boundaries and raising the bar of the most popular beverage on the planet. With the industry experiencing sustained double-digit growth, breweries are put to the test to maintain quality, creativity and integrity in the face of this voracious demand. Join Filmmaker and Cicerone Craig Noble for a behind the scenes look at how these trailblazers, rogues and misfits craft better beer.

Watch the Trailer 

FEATURED BREWERIES

*Crannog Ales
Driftwood
Lagunitas
The Commons
Port Brewing*

*The Lost Abbey
Hops and Grain
Odell
Funkwerks
Captain Lawrence*

*Enlightenment Ales
Allagash Zero Gravity
American Brewers Guild
Dieu du ciel!
Bellwoods Brewery*

ABOUT THE FILMMAKER



CRAIG NOBLE

Producer/Director

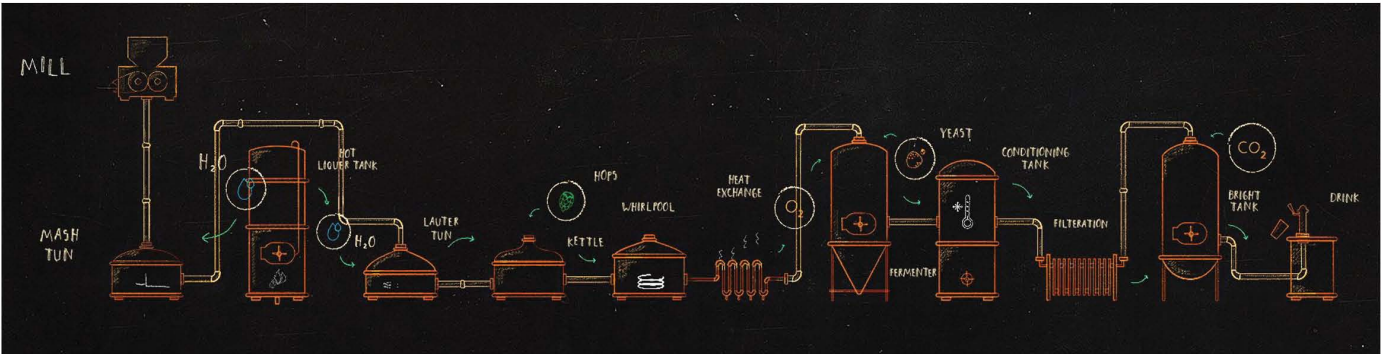
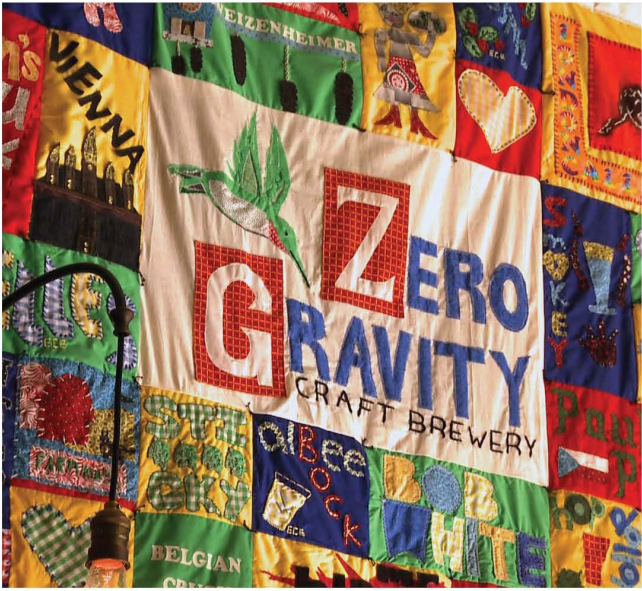
Craig Noble has been directing and producing documentaries and short films for 12 years under the umbrella of Pixel One Productions and for other clients. His feature and short documentaries have been screened around the world and have won a number of awards at festivals, including City Space 2004 Best Documentary New York independent film festival and Tableland 2007 Best Feature New York Food Film Festival.

Noble's process of documentary filmmaking is based on participating in his subject matter and committing to the lifestyle of his subjects. For the production of CRAFT, he undertook an apprenticeship on a farm brewery, attended beer school in Vermont and earned his Cicerone (beer sommelier) certification. Craig also has extensive hands-on experience in winemaking, cooking, home brewing and distilling. When Craig is not globe-trotting making films about food and booze, he lives in Vancouver, BC.

UPCOMING SCREENINGS

The Spring film launch of CRAFT is rolling out in two parts, a Western tour starting in April and an Eastern tour in June. Each live event is unique and has been customized to the venue and beer scenes around the country. The director of the film, Craig Noble, will be touring with the film and will be doing Q & A's after each screening. When available Craig will be presenting a collaboration brew featuring some of the best brewers in the country interpreting The Farmhouse Ale recipe that is documented in the film.







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CONTACT

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