

For Immediate Release: 2/13/15



**INDUSTRIOUS
PRODUCTIONS**

**NEW TRANSMEDIA DOCUMENTARY PROJECT
PROFILES BUCHI KOMBUCHA; RELEASED ON
AMERICAN EXPRESS OPEN FORUM**

Last year Industrious Productions (helmed by filmmakers Adams Wood and Rod Murphy) collaborated on an ambitious transmedia project with writer Darren Dahl that followed 3 months in the life of Buchi Kombucha, a fast-growing beverage company based in Weaverville. Today that project has been released on American Express OPEN Forum as "The Journey": <https://www.americanexpress.com/us/small-business/openforum/long-form-article/buchi-journey/>

THE JOURNEY consists of three mini-documentaries produced and directed by Industrious Productions, seven in-depth articles by Darren Dahl, and journal entries detailing the highs and lows of Buchi co-founders Jeannine Buscher and Sarah Schomber. The project covers the period from June to September 2013, while Buchi Kombucha went through significant upheaval and rapid growth.

“As filmmakers, it was an ideal collaboration. Buchi Kombucha is a company with all the elements of a great story. Founded by two moms, the company has gone from a booth at the West Asheville tailgate market to becoming a national brand at a head-spinning pace. With Darren Dahl illuminating key moments from the company’s past, and doing a deep dive into Buchi’s business concerns, Industrious Productions was able to do what we do best. We captured the sights and sounds at Buchi’s headquarters and bottling facility located on a gorgeous 160-acre farm near Weaverville, we created a portrait of the various fascinating characters involved, and we distilled the drama as it unfolded before our cameras. We hope THE JOURNEY brings Buchi Kombucha much-deserved attention.”

Industrious Productions previously collaborated with Darren Dahl on a profile of French Broad Chocolates that ran on OPEN Forum for Small Business Saturday. (<https://www.americanexpress.com/us/small-business/openforum/long-form-article/french-broad-chocolates-hitting-sweet-spot-market/>)

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