

# FOOD

The shocking truth about what you eat,  
told from an... outside perspective

UtopiaNOW! Films  
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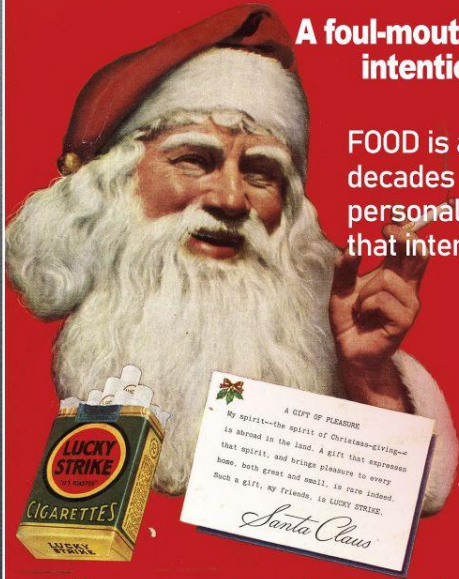


**A foul-mouthed alien exposes how the food industry, led by tobacco giants, intentionally engineered the American obesity epidemic for profit.**

FOOD is a groundbreaking, comedic documentary that uncovers a conspiracy decades in the making. It argues that the obesity epidemic is not a failure of personal responsibility, but a deliberate crime perpetrated by an industry that intentionally engineered its products for addiction.

The film meticulously traces this systemic manipulation back to the 1980s, when deregulation allowed tobacco companies like Philip Morris and R.J. Reynolds to acquire major food brands. With their expertise in addiction science, these corporations systematically stripped food of its natural properties, removing nutrients that signal fullness and creating "hyperpalatable" products that bypass the body's natural satiety signals. They then pushed these products relentlessly, using manipulative marketing and subliminal messaging to align them with everything from cartoons and holidays to love and freedom. This was not a side effect of business; it was the direct result of a ruthless profit imperative—if you put the bag down with a chip left in it, someone gets fired.

But the film's scope extends beyond hyperpalatable foods. Through its vulgar and unapologetic lens, FOOD delves into the entire "food hellscape," tackling critical issues like waste, bottled water exploitation, farming monopolies, famine, and food inequality. Most importantly, the film doesn't just present problems—it provides tangible, actionable solutions for every issue it raises. It empowers viewers to reclaim their health and food system by following the same playbook that broke it. This is a hilarious dissection of the system and the first film in the "UtopiaNOW! Series," a brand dedicated to exposing the truth and providing solutions for the world's biggest problems.



*Luckies—a light smoke*  
OF RICH, RIPE-BODIED TOBACCO — "IT'S TOASTED"





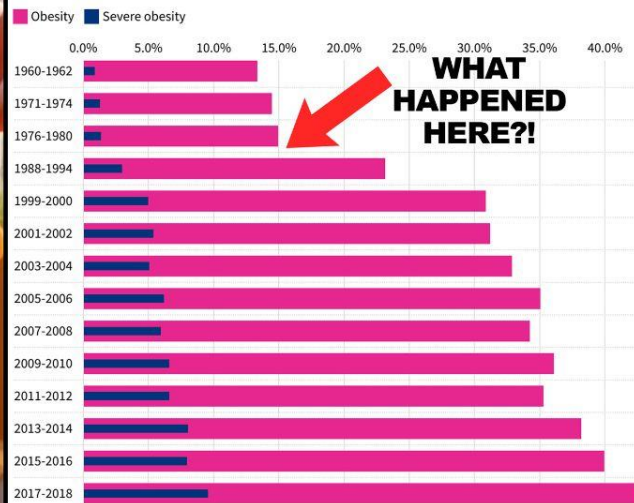
# IT'S NOT YOUR FAULT

The narrative that obesity is a personal failure of willpower is a meticulously crafted lie. The numbers tell a different story—one of systemic manipulation and engineered crises. In the early 1960s, a time when our food was still, for the most part, unprocessed, the national obesity rate was just 13%. Today, that figure has skyrocketed to over 42%, a trend that directly mirrors a significant shift in our food system. This isn't a coincidence; it's a consequence.

Our film reveals that this dramatic increase is not a reflection of a sudden, collective lack of discipline. It's a direct result of decades of corporate deregulation and the application of addiction science to our food. The diseases and staggering healthcare costs that have followed—now a trillion-dollar industry—are not side effects of a lifestyle choice. They are the predictable, profitable outcome of a business model that prioritizes overconsumption above all else. This film exposes a shocking truth: the obesity epidemic is a systemic issue, not a personal one.

## Nationwide obesity rates have more than tripled since the 1960s.

Age-adjusted nationwide obesity and severe obesity rates according to National Health and Nutrition Examination Surveys



This accounts for the population between the ages of 20-74. The obesity category already includes severe obesity.  
Source: Centers for Disease Control and Prevention, National Center for Health Statistics



## **A DOCUMENTARY THAT BLAMES THE SYSTEM NOT THE PERSON**

"FOOD" is a vital documentary that exposes the shocking truth: the American obesity epidemic is not a personal failing, but a profitable business model. The film reveals how, in the wake of 1980s deregulation, tobacco industry giants acquired major food brands, systematically engineering "hyperpalatable" products to be devoid of satiety signals. This predatory science—relentlessly pushed through manipulative marketing—has created a global food hellscape, trapping consumers in a cycle of overconsumption that fuels a trillion-dollar healthcare industry. This documentary is a crucial first step in a new public health movement, arguing for a collective approach to fixing our food system by applying the same playbook that successfully combated the tobacco epidemic.





### cigarette companies

How Big Tobacco Bought All the Food

2.4K views



### Isn't that sweat?

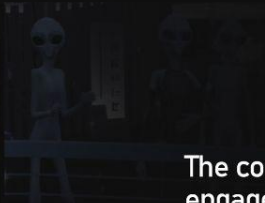
Your Childhood Candy Had a Secret

1.2K views



This 80s Twist Changed Everything

1.7K views



### We don't

Why aliens hate watching humans eat

989 views

## WE KNOW THIS WORKS

The concept's market viability is proven by overwhelming early engagement and professional execution:

**The Asset:** We have successfully completed a 30-Minute Proof of Concept (POC) that fully establishes the unique comedic tone and shocking thesis of the film.

**Proven Virality:** Our public shorts campaign, built from POC footage, demonstrates immediate market demand. The most recent shorts garnered nearly 2,000 organic views within the first few hours, proving the content's singular ability to cut through noise and resonate instantly with the target audience.

**High Engagement:** The shorts have consistently achieved high like-to-view ratios and generated positive, supportive comments, confirming the existence of a motivated community ready to support the full feature.

**Execution:** The POC's professional quality and music-video pace confirm the ability of the creative team—a producer/editor with over 300 professional credits—to execute the full feature on a high-level timeline.



### sugary drinks

The Twisted Secret of Big Tobacco's "Flavor ...

1.2K views



### Batman

Big Food Explained... with Batman!

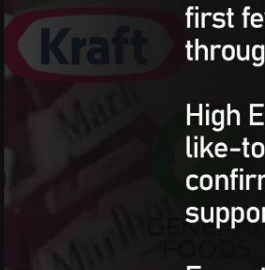
1.2K views



### tobacco level addicted

Here's the 49 second truth about Food ...

1.1K views



How Food Became Addictive

1.5K views

**BIG TOBACCO BOUGHT ALL THE FOOD**

**"Food"**

# IRREVERENT, HUMOROUS, & UNFILTERED

"FOOD" redefines the documentary genre, blending the rigor of investigative journalism with the unvarnished, darkly comedic voice of a stand-up special.

**The Unapologetic Truth-Teller:**  
Our narrative is driven by Zorsius, a foul-mouthed, grey alien. His outsider's perspective provides the perfect lens to expose humanity's self-inflicted food crisis with blunt honesty and an irreverent wit.

**Viral by Design:**  
The film's unique, rapid-fire style, coupled with Zorsius's memorable persona, is engineered for maximum shareability and cultural impact. We make the unpalatable, undeniable.

**The Human Connection:**  
This isn't just a critique; it's an empathy-driven call to action. By making the complex accessible and the shocking hilarious, we disarm audiences and empower them with solutions, transforming passive viewing into active engagement.





# REACHING A BROAD & ENGAGED AUDIENCE

The film is positioned for maximum crossover success, appealing to both high-engagement niche communities and the mass digital audience:

## Primary Audience (The Digital Core):

Socially-engaged viewers (Ages 18-45) who drive streaming consumption. They prefer bold humor, concise storytelling, and content that debunks common narratives (e.g., fans of Adam Ruins Everything and Patriot Act).

## Niche Audiences (The Activation Base):

Public Health & Advocacy: Policy advocates, nutritionists, and anyone actively engaged in the food sovereignty movement.

Dark Comedy/Genre Fans: Viewers attracted by the explicit, unique hook of the foul-mouthed alien narrator and the true-crime/conspiracy angle.

Sci-Fi/Pop Culture: Viewers drawn in by the visual and narrative style (music video pacing, cinematic quality).

## Market Context (Why This Sells):

SVOD Demand: Major streaming platforms (Netflix, Hulu, Amazon) maintain a high, ongoing demand for singular, high-quality non-fiction features that are globally relevant.

The "Disruption Factor": The film's controversial, comedic premise ensures high click-through rates and organic social media buzz, making it a valuable acquisition for any distributor seeking a disruptive title that can cut through the crowded market.

A large crowd of people is seen from behind, looking towards a stage. The stage is illuminated with bright blue and white lights. Several large, bright orange flames or pyrotechnics are visible on the stage. Above the stage, there is a large grid of lights or a screen. The overall atmosphere is that of a high-energy concert or event.

## A PROVEN TEAM

The project is led by a multi-hyphenate producer with a track record of high-quality execution and supported by top-tier subject matter experts.

**Chris Scott, Director/Producer/Editor:** With over 300 finished credits, Chris is the driving creative force. With a background producing and editing musical documentaries and content for major rock artists, he guarantees the film's rhythmic pace and high production value. His long history of completed projects establishes maximum reliability.

**McKenzie Sheppard, Creative Talent: (Voice of 'Gemini')** McKenzie provides the voice for the all-powerful, unfiltered AI persona in the film. Her talent is central to the documentary's unique tone and viral appeal.

**Expert Foundation:** The film is grounded in academic rigor, with confirmed advisors and key targets ensuring factual integrity.

**Confirmed Advisors (Expert Rigor):**

**Stephannie Scott:** Medical Historian, (Historical Context)

**Charlotte Shoaf & Dominek Marsh:** Food Historians (Academic Depth)

**Key Expert Targets:**

**Dr. Tera Fazzino & Dr. Ashley Gearhardt:** Foremost Addiction Scientists (Scientific Thesis)



The investment in "FOOD" is an investment in the pilot episode of the scalable UtopiaNOW! Series. We have created a distinct, proven brand designed to tackle complex global issues using the same unique voice and viral style.

**N** SERIES

# UtopiaNOW!

**The Model:** The format is established (comedic, investigative, alien narrator), providing a streamlined, low-risk production model for future installments.  
**Recurring Revenue:** This IP is designed for long-term licensing, appealing to major streamers seeking sustainable, high-engagement non-fiction content.  
**Unlimited Scope:** The series is built to expose systemic problems across every facet of modern life.

**Sample Series Topics (Proving Versatility):**

**Money:** Exposing financial inequality and corporate debt.

**Health:** The business of pharmaceuticals and public wellness.

**Race:** Systemic issues within food and housing access.

**AI:** The unchecked influence of emerging technology on society.

**Law:** Revealing absurdities and profit motives in the justice system.

**Climate, Education, Work, and more...**

**TV-MA**







# HOW YOU CAN HELP

We are seeking \$275,000 USD in production and completion financing to bring "FOOD" to a market-ready finish.

Secured Funding: \$10,000 (Self-Funded) + Major Grant Applications Pending.

Total Budget: \$285,000 (Full Negative Cost)

Use of Funds (Top-Level Breakdown)

Key Deliverables

Production & Field Costs (35%)

Full Crew Hire, Domestic Travel (Key Interviews),  
Set Design, Camera/Sound Equipment Rentals.

Post-Production & Finishing (30%)

Full-Time Editor, Professional Sound Mix,  
Color Grading, Custom Graphics/Animation.

Talent & Fees (20%)

Director/Producer Fee, Expert Fees (Fazzino/Gearhardt),  
Narrator & Actor Pay.

Archival, Legal, & Contingency (15%)

E&O Insurance, Rights Clearance, Archival Footage  
Licensing (Crucial for the historical segments).

The Goal: This investment allows the project to move to full-time production (Q1 2026), secure the highest-value interviews, and deliver a polished film ready for a Thanksgiving 2026 Festival Premiere and a subsequent streaming acquisition.



LET'S TALK

# FOOD

Chris Scott  
Director / Producer

IMDb: nm2020037  
Website: [stranglingjack.com](http://stranglingjack.com)

**UtopiaNOW!**

The Proof  
Link: [vimeo.com/1138723664](https://vimeo.com/1138723664)  
Password: Food2026

Email: [contact@utopia-now.org](mailto:contact@utopia-now.org)  
Phone: 213.448.7619  
Website: [utopia-now.org](http://utopia-now.org)