

So what is this **PECULIAR LOVE STORY**
between **HUMANS** and **CHILI PEPPERS?**

A **TWISTED TALE** of **WARMTH**
until you **BURN!**

Chiliheads

produced by **LUCE ROY & IAN QUENNEVILLE**

a film by **JULIEN FRÉCHETTE**

FILMOPTION INTERNATIONAL PRESENTS A TOAST TV PRODUCTION
WRITTEN BY **JULIEN FRÉCHETTE** DIRECTOR OF PHOTOGRAPHY **MATHÉO LEMAY**
SOUND **JULIEN FRÉCHETTE** SOUND DESIGN **BENOÎT DAME, JÉRÉMIE JONES AND MARTIN M MESSIER**
COMPOSER **ERIC SHAW** EDITOR **CATHERINE LEGAULT**
PRODUCED BY **LUCE ROY AND IAN QUENNEVILLE**
A FILM BY **JULIEN FRÉCHETTE**

TOAST

Québec

Québec

Canada

Canada
Media Fund

TV5

Filmoption
International

TECHNICAL INFORMATION

Shooting format: 4K
Projection format: DCP, Bluray & DVD
Length: 73 minutes
Genre: Documentary
Original version: French
Sub-titles: English
Format: Flat 1.85
Sound: 5.1
Country of production: Canada
Year: 2021



SYNOPSIS

A journey as playful as it is evocative, *Chiliheads*, takes us on the Hot Pepper road to 5 countries: Canada, the United States, Mexico, Trinidad and Tobago and India to meet 'chiliheads'; lovers of hot peppers, to discover their culture and the sub-culture that surrounds the consumption of this unique spicy fruit. The film unfolds as a colourful cinematographic investigation; scientific, historical and sociological, recounting the story of man and pepper from their "first encounter" until now. By engaging farmers, producers, chefs, scientists, historians and even psychoanalysts, the film deconstructs the incredible history of hot peppers and our crazy relationship to them. This formidable story then brings us back to our time, where small producers discretely wage a small war, to push the limits, in an attempt to win the title of "strongest pepper in the world".

So what is this curious love story between man and this forbidden fruit? A twisted tale of love until you burn? This questioning brings us to shed a light on the craziest and most surprising side of human being and of this little fruit who tried to protect itself with a solid self-defense system in order to avoid being eaten. of the relationship: always looking for thrills, always pushing the limits a little further, a little harder, regardless of the cost.

NOMINATIONS AT THE 2021 GEMINI AWARDS

🏆 BEST DOCUMENTARY PROGRAM OR SERIES: NATURE, SCIENCE AND ENVIRONMENT | Alexandre Gravel, Ian Quenneville, Luce Roy

🏆 BEST DOCUMENTARY PRODUCTION: BIOGRAPHY OR PORTRAIT, ARTS AND CULTURE, NATURE, SCIENCE AND ENVIRONMENT - PROGRAM | Julien Fréchette

🏆 BEST PHOTOGRAPHIC DIRECTION: PUBLIC AFFAIRS, DOCUMENTARY - EMISSION | Mathéo Lemay



CREW

Director	Julien Fréchette
Script	Julien Fréchette
Producers	Luce Roy and Ian Quenneville
Cinematographer	Mathéo Lemay
Composer	Eric Shaw (Pixel Audio)
Sound Design	Benoît Dame, Jérémie Jones and Martin M Messier
Sound	Julien Fréchette
Editor	Catherine Legault

DIRECTOR'S INTENTION

Few foods in the world can claim to have a relationship of this nature with humans. This is implicitly a film about hot pepper as it is about humans who have a sincere and deep relationship with it; out of tradition, desire for posterity, to fill a void, for the love of science, to make a living, to do business, or simply to have fun. There is a duality to be explored in loving pain and in the fact that this addiction is a looking glass at the excessive character of our species.





JULIEN FRÉCHETTE – DIRECTOR WRITER AND SOUND

Julien Fréchette holds a bachelor's degree in film production from Concordia University and specializes in documentary film. While juggling the numerous roles of screenwriter, director and sound recordist, the filmmaker is fond of social and historical subjects.

In 2004, he directed his first short documentary, *L'homme et la montagne*, which won two awards, including best film at the NFB's Vidéaste recherché(e) competition. His first feature documentary, *Le doigt dans l'œil* (2007), was selected for the Rencontres internationales du documentaire de Montréal (RIDM). In 2009, Julien Fréchette began to explore the web with the production of two series of video vignettes: *Le réflexe juridique* for the NFB, and *La vie en SLAM* for TV5.ca. In 2010, he directed *Le monde en coulisse*, broadcast on TV5.

With *Le prix des mots*, the author marked his second collaboration with the NFB in 2012. This documentary thriller on the legal saga surrounding the book *Noir Canada* was nominated for a Québec Cinéma Award and a Gemini Award.

In 2014, he shot *Kurdistan, de gré ou de force*, a medium-length film presenting the point of view of the inhabitants and refugees of Iraqi Kurdistan and broadcast on ICI RDI's Grands reportages. In 2018, he directed a second film in *Iraq, Ma guerre*, selected at both RIDM and Hot Docs.

In 2018, he signed on with the content agency Toast and the Musée des maîtres et Artisans du Québec, the digital exhibition *Savoir-Faire*, consisting of 8 short films on intangible heritage. *Chiliheads* is his latest feature-length documentary to be released. Since 2016, Julien Fréchette has been the president and founder of La Pimenterie, a Quebec-based company that produces sauces and spicy products. *Chiliheads* is the film that embodies his two passions: cinema and hot peppers.



LUCE ROY – PRODUCER

After a foray into the world of animated films, Luce Roy turned to documentary production, a career she has pursued for nearly 25 years. She is particularly fond of cultural and social documentaries.

IAN QUENNEVILLE – PRODUCER

In his 20-year career, Ian Quenneville has produced more than 100 unique documentaries, series and feature-length documentaries and won several awards and nominations. He has also produced feature-length fiction films such as *Le ring* (2006), *Le garagiste* (2015) and *Les Salopes or the Naturally Wanton Pleasure of Skin* (2018).

He founded and runs the branded content agency and television production house TOAST with Alexandre Gravel. The company has produced more than 3000 short films/shows, unique documentaries and series, magazines, reality shows, fiction and youth series for various broadcasters such as SRC, TV5/UNIS, QUÉBECOR, CORUS, BELL MÉDIA, TÉLÉ-QUÉBEC. He actively participates in the AQPM by sitting on the board of directors and through various employer negotiation tables.

MATHÉO LEMAY – CINEMATOGRAPHER

A director of photography by trade, Mathéo Lemay is a master in the art of doing a lot with a little. Guided by his stomach and always on the lookout for beautiful and inspiring light, Mathéo is curious by nature and always thirsty for new adventures!



ERIC SHAW – COMPOSER

Eric composed his first film score at the age of 18 and has never looked back. While studying music and film in college and university, he played on the keyboard for a number of Montreal rock bands. This led to composing music for dozens of albums and working on theatrical productions, video game soundtracks, films and web creations. Exploring the world of sound through composition is a tireless quest for Eric and one of the reasons behind his reputation for innovative work.

BENOIT DAME – SOUND DESIGN

Sound enters with force in the life of Benoît at the age of 10 by the trough of the music. An important meeting, a love that lasts. Soon after, he swapped the drums for his first synthesizer. Self-taught, he spent hours discovering all the possibilities of this instrument and creating sound textures. He went on to study cinematography at the University of Montreal.

After having explored sound recording, radio broadcasting, stage technique, projection, and the recording of his musical compositions, Benoît finally found "his" professional path in sound design.

With over 25 years in the field, he has built solid credibility through his sound contribution to the world of documentary and fiction through his creative, sensitive and rigorous approach. He regularly participates in projects for the National Film Board of Canada and the production company InformAction and has had the privilege of collaborating with filmmakers Philippe Baylaucq, Carlos Ferrand, Helen Doyle, André Melançon, Renée Beaulieu and Xavier Dolan, just to name a few.

His work has been recognized with five Gemini Awards (*Rencontre avec les baleines du Saint-Laurent*, *La Griffes magique*, *GSP: l'ADN d'un champion*, *Last of the Elephant Men* and *Claude n'est as mort*), a Grammy (*All Together Now*) and a Hot Docs Award (*Visionnaires*). This is in addition to his nominations at the Canadian Screen Awards for the feature films *Mommy*, *Juste la fin du monde* (Xavier Dolan) and *Le garagiste* (Renée Beaulieu).



JEREMIE JONES – SOUND DESIGN

Composer and musician from Montréal, Jeremie Jones' work explores the intimate meeting point of acoustic and electronic music. He studied music at Université de Montréal and at the Conservatoire de Musique de Québec. He has been involved with dance, video and theatre. His work has been awarded in JTTP 2020, coordinated by the Canadian Electroacoustic Community (CEC). As a musician, he has recorded 20 albums and toured over 500 shows in Canada, the USA, England, Ireland, Scotland, France, Italy, Poland, Slovakia, Germany, Austria and Haiti. He has participated in festivals such as BEAST FEaST, Up to Date, NYCEMF, Port-au-Prince International Jazz Fest, Montreal's Nuit Blanche, International VideoMusic Festival, Boston New Music Initiative, Celtic Connections, Out to Lunch, Phenomena, Blue Skies Festival, Festival de musique de Créations, Atlin Music Festival, Francopholies de Montréal, Envol et Macadam, People Arts Festival, Deep Roots Festival, Festival de Lanaudière and Domaine Forget International Festival. Since 2016, he has worked for Benoît Dame as a sound editor on about 50 documentaries, fiction films, podcasts and television shows and web projects.

CATHERINE LEGAULT – EDITOR

For the past fifteen years, Catherine Legault has been editing numerous documentary and fiction films presented in festivals, theaters and television on an international scale. A graduate of Concordia University in Film Production, she is the recipient of an Iris Award (Québec Cinéma) as well as two Gemini Awards (ACCT) for her editing work. Chiliheads is her fourth collaboration with director Julien Fréchette.





PRODUCTION – CANADA

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