



Is Sugar the New Tobacco?

Canadian documentary *Sugar Coated* from award-winning filmmaker Michèle Hozer makes its World Premiere at Hot Docs and sours how we see sugar

2015 Hot Docs Festival in Toronto
April 25, April 30, May 1 and May 3

2015 DOXA Festival in Vancouver
May 4 and May 5

2015 Gimme Some Truth Festival in Winnipeg
May 30

Limited Theatrical Release Across Canada
May 4 to June 29

Ontario Broadcast Premiere May 27 at 9 p.m. ET on TVO

After June 1, TV Version of Documentary available in Canada on TVO.org

Sugar Tracker App available on iTunes

To tweet this release: <http://bit.ly/1MltFDp>

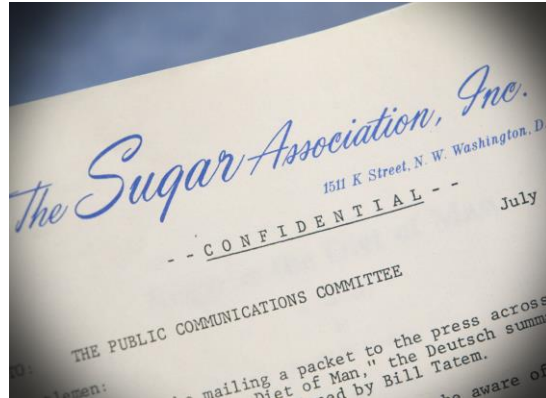
TORONTO, March 17, 2015 - *Sugar Coated* is an eye-opening feature documentary that examines the various tactics that has many health experts calling sugar the new tobacco. From Emmy-nominated and Gemini Award-winning filmmaker Michèle Hozer (*Genius Within: The Inner Life of Glenn Gould*, *Shake Hands with The Devil: The Journey of Roméo Dallaire*), ***Sugar Coated*** makes its world premiere at the 2015 Hot Docs Canadian International Documentary Festival on Saturday, April 25 followed by additional screenings Thursday, April 30 through Sunday, May 3. It will make its Vancouver premiere at the 2015 DOXA Documentary Film Festival on May 4 and May 5 and Winnipeg premiere at the Gimme Some Truth Documentary Festival on May 30. The film has a limited theatrical release across Canada beginning in Ontario, May 4, rolling out in major city centres such as

For more information:

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Toronto, Ottawa, Montreal, Vancouver and Victoria until June 2015. For a complete schedule of dates, times and venues, go to www.sugarcoateddoc.com/screenings. **Sugar Coated** makes its Ontario broadcast premiere Wednesday, May 27, at 9 p.m. ET on TVO. As of June 1, 2015, the TV version of the film will be available online in Canada at <http://tvo.org/video/213607/sugar-coated>.



****Editors** For Photos and Media Kit click [Sugar Coated Press Room](#)
For Movie Trailer click [Here](#)**

In ***Sugar Coated***, the filmmakers peel back the story of how sugar escaped scrutiny as a leading cause of obesity, diabetes and heart disease. The film introduces a cast of individuals who collectively try to reverse this trend that not only threatens the health of the nation, but potentially the economy too. This includes Dr. Robert Lustig, the film's charismatic and controversial central character, and Dr. Cristin Kearns, a young dentist who discovers 1500 pages of secret documents from a defunct sugar factory in Denver. These documents reveal an industry playbook, reminiscent of the secret tobacco documents that ultimately led to a shift in how the cigarette industry is viewed. Dr. Kearns' careful analysis uncovers the sugar industry's public relations campaign during the 1960s and 70s designed to reverse growing public concern about the health effects of sugar and to successfully keep sugar on the [FDA GRAS \(generally recognized as safe\) list](#).

"When our team uncovered two vintage documentaries I had a personal epiphany: We've been through this all before," says Director and Editor Michèle Hozer. "Scientists knew that sugar contributed to heart disease, diabetes, and obesity, over 40 years ago. There was even a proposal to place tobacco-style warning labels on sugary foods. Then, the debate disappeared. So what happened? Do we all have collective amnesia? Dr. Cristin Kearns' discovery of confidential sugar industry documents convinced me, there is a much larger story to be told."

Sugar Coated features rare archival footage, confidential documents and interviews with obesity experts, [Gary Taubes](#) (*Why We Get Fat*), [Dr. Robert Lustig](#) (*Fat Chance*) and [Dr. Yoni Freedhoff](#) (*Weighty Matters*), along with Postdoctoral Fellow at UCSF School of Medicine [Dr. Cristin Kearns](#), and her mentor, [Stanton Glantz](#), the superstar professor who brought down the tobacco industry.
About The Cutting Factory

Sugar Coated is directed, produced and edited by Michèle Hozer. Executive Producers are Michèle Hozer and Janice Dawe. Jane Jankovic is Executive Producer, TVO. Jan Rofekamp is Co-Executive Producer. Nathalie Bibeau is Associate Producer. Neville Ottey is Director of Photography. Russell

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Walker is Composer and Roxana Spicer is Writer. Telefilm Canada and The Rogers Group of Funds through The Theatrical Documentary Program present a Cutting Factory production in association with TVO, Canal D, ZDF-Arte, Canada Media Fund, Ontario Media Development Corporation and TELUS Fund. **Sugar Coated** is distributed by Films Transit International and White Pine Pictures.

About One Sweet App

To meet the growing demand for more information about how much sugar we are eating and where it is hiding in our foods, the producers of **Sugar Coated** have developed **One Sweet App**. The free mobile sugar tracker app to be introduced at Hot Docs, will be available on iTunes. Canadians are invited to monitor their sugar intake, calculate sugar content in packaged foods and contribute to Canada's first "free sugar" database. The iOS app, created in consultation with nutritional health experts and developed by Plank Multimedia Inc., incorporates the [World Health Organization \(WHO\)](#) bold new [guidelines](#) on sugar consumption recommending that sugar intake be limited to between 5% to 10% of total daily calories. The app, available in English and French, is fun and easy to use with shareable results that motivate users to stay within WHO guidelines. The database has a core number of products available in the Canadian marketplace and will continue to grow with user interaction. Nutrition experts and the public are invited to contribute additional food products to expand the database and keep it current.

About The Cutting Factory

The Cutting Factory is a Toronto-based production company specializing in the art of documentary storytelling. The company was founded in 2001 by Emmy-nominated and Gemini Award-winning filmmaker and editor Michèle Hozer, whose documentaries on social issues, history and art have screened theatrically around the world and at numerous international film festivals such as Sundance, IDFA, TIFF and HOT DOCS. Award-winning projects include *Genius Within: The Inner Life of Glenn Gould* (shortlisted for the Academy Awards), *West Wind: The Vision of Tom Thomson*, *Shake Hands with The Devil: The Journey of Roméo Dallaire* and others. For more information, www.thecuttingfactory.com.

About Hot Docs

Hot Docs, North America's largest documentary festival, conference and market will present its 22nd annual edition from April 23 to May 3, 2015. An outstanding selection of approximately 200 documentaries from Canada and around the world will be presented to Toronto audiences and international delegates. Hot Docs will also mount a full roster of conference sessions and market events and services for documentary practitioners, including the renowned Hot Docs Cinema, a century-old landmark located in Toronto's Annex neighbourhood. For more information, www.hotdocs.ca.

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