



About Salt, Fresh & Field

Salt, Fresh & Field is a new digitally focused lifestyle series that takes viewers on gourmet adventures from hunting for venison in lush West Coast forests to ice fishing in northern Alberta.

The digitally focused program features an intrepid cinematic treatment of exploring food sources, communities and culture in Western Canada. Produced in partnership with TELUS Optik™ Local through their Community Programming Grant, The first season of Salt, Fresh & Field premieres as three 22-minute episodes launching exclusively on TELUS Optik™ Local on Demand on May 31, 2014.

In each episode host Chad Brealey journeys into unexpected locations across B.C. and Alberta in search of fresh fare to feed his friends and family. Along the way, he encounters the people involved in producing, gathering and preparing the food he seeks, exploring the relationship between nature, communities and culture - and brings this all back to the table. And each episode is set to a soundtrack of music from talented emerging musicians indigenous to the areas *Salt, Fresh & Field* is shot in.

- In **Episode 1 (Salt)** Chad searches the ocean around Victoria BC for the reviled and revered sea urchin. Once successful he teams up with a local sushi chef, Kozo, to create an inspired meal with Uni as the guest star.
- **Episode 2 (Fresh)** takes us to Slave Lake, Alberta to drill holes in four feet of ice in hopes that some of the ugliest, tastiest fish in the world decide to bite. Local chef from Top Chef Canada fame, Tony Geisbrecht aims to create a meal inspired by the northern Alberta landscape.
- In **Episode 3 (Field)** Chad takes Chef Jeff Van Geest of Miradoro restaurant in Oliver BC hunting for whitetail deer. Known for his farm to table cooking, Jeff has never killed for his own table. Will he be successful in feeding a restaurant full of hungry guests?



Chad Brealey Bio, Host & Co-Executive Producer

Chad Brealey is equally comfortable in a busy family kitchen and wandering a remote, fast-flowing river with a fly rod in hand. He found the outdoors by growing up in British Columbia and turned his attention to food when he discovered fly fishing and hunting. With a scholastic and business background in publishing and marketing, Salt, Fresh & Field is the culmination of his desire to combine his love of experiencing wilderness and discovering new ways and reasons to celebrate with friends and family.

Mary Kellough Bio, Co-Executive Producer

Seasoned marketing and advertising executive, Mary's belief that content is king has lead her to help brands develop and execute strategies that put content and digital media centre stage. A hands-on creative, Mary often makes the creative she develops. From writing and directing, to producing and taking SFF to the audience, she is quickly earning her industry stripes. SFF brings together her favourite things - amazing people, beautiful places, a little risk, a lot of love, and of course - food.

About Salt, Fresh & Field Media Ltd.

Founded by Chad Brealey and Mary Kellough in 2010, Salt, Fresh & Field Media has set out to explore and celebrate the adventure and camaraderie that can be found in the process of finding and preparing your own food. Creating cross-media content and a lifestyle brand founded on authenticity, beauty and culture, Salt, Fresh & Field Media joins two, compelling and much loved genres - outdoor and food - and aims to capture a wide audience to tell the true story of where food comes from.

Website: www.saltfreshfield.com

Trailer: <https://vimeo.com/95475067>