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“Bitter/Sweet” A Coffee - Fueled Romance

**A Movie Starring Thailand’s Coffee
Industry: Spanish Premiere Planned
at Tea & Coffee World Cup**

By Heneage Mitchell



Actors Kip Pardue and Mamee Nakprasit in a scene from the Thai-US feature film “Bitter/Sweet”, shot on locations in the coffee fields of Southern Krabi, Thailand in June 2008



Life-changing events

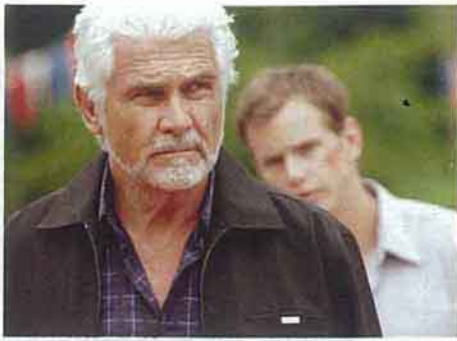
Thailand’s robusta coffee is the star of “Bitter/Sweet”, an international movie, written and directed by Jeff Hare, that was shot on location in Bangkok and Krabi in the south of the kingdom.

Featuring Hollywood actors James Brolin, Kip Pardue and Spencer Garrett alongside Thai stars such as Napakprapa Mamee Nakprasit and the iconic singer/actress Tata Young, “Bitter/Sweet” is romantic comedy that follows the fortunes of Brian Chandler (Pardue), a young coffee expert sent to Thailand by his boss (Brolin) to investigate reports of a unique robusta coffee. As often happens in real life, Chandler’s introduction to Thailand leads to life-changing events and, ultimately, romance, in this case, with Ticha Sungsuwan (played by the gorgeous Nakprasit, one of Thailand’s most highly awarded actresses). Lucky guy!

Ticha is a Bangkok executive who has long-since given up on the prospects of finding true love. At the urging of her old village and her coffee farmer parents, Ticha brings Brian to the coffee fields of Southern Krabi, with the hopes that Brian will purchase coffee there. The only problem with this plan is that Brian and Ticha absolutely cannot stand to be around each other. As they go from the cosmopolitan bustle of Bangkok to



Getting a kick out of coffee



James Brolin and Kit Pardue

the pristine, whitesand beaches of Krabi, their relationship becomes more than just a coffee deal.

But it is the coffee theme that carries the film, and particularly Thailand's robusta coffee.

Hardly surprising, really, as the movie is produced (and based on a story idea) by Urs Brunner, c.e.o. of Boncafé (Thailand) and various Boncafé facilities, including its Bangkok training center and its impressive, state-of-the-art coffee roasting plant in Chonburi, a short drive from Bangkok.

"I love coffee, I love Thailand and I love movies," Brunner told *Tea & Coffee Asia* after a private screening. "It just made sense for me to shoot a movie in Thailand centered on coffee. So far as I know, this is the first international movie ever shot that has coffee production as its central theme."

Spanish premiere

"Bitter/Sweet" is scheduled for global release in 2009, and coffee lovers should certainly look out for it.

Plans are currently being made to screen "Bitter/Sweet" exclusively for participants at *Tea & Coffee World Cup 2009* (TCWC) in Seville, Spain (June 7-9) in what would be the Spanish, and possibly European, premiere of the movie.



Lucky guy!



Filmed on location on coffee plantations in beautiful Southern Krabi



A biscotti on the side...



The iconic Tata Young

"'Bitter/Sweet' will definitely be enjoyed by visitors and exhibitors at *Tea & Coffee World Cup*," said Brunner. "While it is aimed at the general public, the movie is authentically focused on

coffee cultivation and production, and offers some rewarding insights into Thailand's coffee industry. Plus, it's very entertaining of course!"



Lucky girl!