



★★★★ THE TIMES LONDON
★★★★ IRISH TIMES
★★★★ EMPIRE MAGAZINE

HOW TO RE-ESTABLISH A VODKA EMPIRE

Directed By Dan Edelstyn



“A barnstorming tale of vodka and revolution.” –BBC RADIO

“Sincere, charming and inventive filmmaking.” –BRITISH FILM INSTITUTE

“A tender, extraordinary underdog tale filled with humor, fear and above all, spirit. A delight of a documentary that will warm your cockles.”

–EMPIRE MAGAZINE

“Charming, inventive and lively.” –TIME OUT LONDON

“A travelogue, a memoir, a historical recreation, and a detective story.”

–IRISH TIMES

“Think Jonathan Safran Foer’s *Everything is Illuminated* but fuelled by vodka rather than heavy-handed pathos: it’s *Everything is Inebriated*... Edelstyn is such an engaging traveling companion. Witty, a bit feckless and often half-cut, he would be the perfect dinner party guest - and he’d bring a bottle.”

–THE TIMES LONDON



The National
Center for
Jewish Film

FILM DISTRIBUTION:

The National Center for Jewish Film

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Synopsis

British filmmaker Daniel Edelstyn became mildly obsessed after discovering his grandmother's journals in the attic of his family home. Maroussia Zorokovich, born into a wealthy Ukrainian Jewish family, was a budding writer and dancer before the 1917 Bolshevik Revolution rewrote her destiny and sent her into exile. When Edelstyn travels to the Ukraine in search of his roots and discovers that the vodka distillery opened by his great grandfather in 1904 is still in operation, he decides-despite his utter lack of business experience-to become a liquor entrepreneur and import the vodka to the UK. This funny, charming documentary employs an ambitious mixture of vérité cinematography and inventive animated sequences created by and starring the artist Hilary Powell (Edelstyn's wife).

Screenings

UK Nationwide Theatrical Release (2012)

- ICA London (UK)
- BFI London Film Festival (UK)
- Queens Theater, Belfast (Ireland)
- UK Jewish Film Festival
- Berlin Jewish Film Festival (Germany)

- Jewishfilm.2012 The National Center for Jewish Film's 15th Annual Film Festival *USA Sneak Preview* (Boston)
- Berkshire Jewish Film Festival (2012)
- Philadelphia Jewish Film Festival (2012)
- San Francisco Jewish Film Festival (2012)

Filmmakers' Statements

Director Dan Edelstyn:

"How to Re-Establish a Vodka Empire is a meditation on loss and identity and a celebration of family and life itself, cleverly disguised as a screwball business adventure. This film is so special to me as it has allowed me to explore my family's history and discover beautiful and tragic stories I could never have guessed were just below the surface. It's a very personal story of me and my grandmother Maroussia Zorokovich, but I do hope it will speak to audiences in a universal way."

Executive Producer Christopher Hird:

"This film comes in the great tradition of documentaries in which filmmakers investigate their own family and, in so doing, tell a much bigger story. Here we have the Bolshevik Revolution, the Collapse of Communism and the sectarianism of Northern Ireland in the 1930's and 40's brought together. The film combines observational documentary, reportage and imaginative animated recreation telling a story of migration, identity and business with wit and passion."

Credits

A Dartmouth Films and Optimistic Production

A film by Daniel Edelstyn and Hilary Powell

Written and Directed by DANIEL EDELSTYN

Produced by DANIEL EDELSTYN, CHRISTOPHER HIRD, HILARY POWELL

Executive Producers CHRISTOPHER HIRD, RACHEL WEXLER

Edited by JOHN MISTER

Original Music by ANDREW SKEET

Directors of Photography ROSS BIRKBECK (Drama), HILARY POWELL (Documentary)

Animator/Compositor SIMON BALL

Featuring: ANTHONY STYLES as the evil Bolshevik Stepanovich CONRAD ASQUITH as Great Grandfather Ilya Zorokovich DAN EDELSTYN as Grandpa Max HILARY POWELL as Granny Maroussia

Watch the Trailer

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Press

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- Jewish Telegraph
- The Times of London
- Camden New Journal
- Radio – BBC Arts Extra
- Radio – Robert Elmes
- Radio – BBC Radio 4
- Radio – BBC World Service
- The Independent
- Irish Times
- The Sunday Times
- Style Magazine
- Empire Magazine
- Cinemania
- Jewish Chronicle
- Close-Up Film

Filmmakers' Website

www.myvodkaempire.com

More about the Filmmaker

www.myvodkaempire.com/people