



# nadia ellis

*the Vegan Italian Chef*



MT FILM PRODUCTION

IN COOPERATION WITH THE ITALIAN EMBASSY IN ISRAEL

P R E S E N T S

# nadia ellis

*the Vegan Italian Chef*

IDEATED AND CREATED BY MARCO TRICOMI

**A TV SERIES ABOUT GOURMET ITALIAN VEGAN FOOD**

A Revolutionary TV Series presenting **Vegan Italian Gastronomy**  
around the most beautiful Italian Regions:  
PRODUCTS, RECIPES, LANDSCAPES, ARTS AND HISTORY

**ON AIR NOVEMBER 2020**

IN COLLABORATION WITH



BROADCASTED ON





## WE ARE READY!

### **THE SERIES STRUCTURE - IT'S ALL ABOUT THE "BELLO E BUONO"**

MT Film Productions has created and will soon airw, **with the cooperation of the Italian Embassy in Israel**, a new TV format, starring *Nadia Ellis* and destined to *premium Israeli TV Network, Ananey Communications, to be aired on Food Channel and Travel Channel, among other platforms such as PARTNER, GOODIZ, HOT and YES*. The program will include **25-minute-long episodes**, all characterized by a light and humorous tone that will enhance and portray the contemporary *Italian vegan culture*. **The food, prepared with the best Italian food brands, which already have a presence in Israel**, is of course the main content at the center of each episode but the show will also portray and highlight the richness and beauty of Italian landscapes, traditional food recipes and local product excellences, while introducing the audience to other aspects of the vegan philosophy such as environmental impacts, recycling, healthcare, animal welfare and more.

### **The Series is in English and part in Italian (subtitled in Hebrew for Israel)**

The Series is filmed in Sardinia, Apulia, Tuscany, Romagna and Milan, every location that our chef has visited is among the most iconic, artistic and cultural cities of Italy, all surrounded by astonishing landscapes.

In Sardinia, Nadia explores through nature and encounters both people from the rural sides of country, representing the traditions of food passed down to them since generations, and affirmed Chefs taking the culinary arts to the next level.

Her tour around Italy continues in Romagna where she learns the true craft of pasta making and the benefits of living a healthy lifestyle.

In the hills of Tuscany, land of truffles and wine, the spectator is first invited in a castle of a true Baron, surrounded by an infinite scenery of Chianti Classico vines, and then introduced in the heart of Florence, for an emotional immersion in the history of the city.

In the heel Italy's boot, Apulia, Nadia travels across several Masserie, modern farm estates that have an avant-guard vision of the Region's culinary tradition, that already holds a strong plant-based imprint.

Finally, Nadia goes back home to Milan, the city of her youth, and had the privilege to enter the kitchen of the first plant-based Chef to be awarded with a Michelin Star, Pietro Leemann.

**Italy is recognized as the world's food capital**, and it is about time it is recognized for its amazing vegan dimension too, including this new cool lifestyle era.

The final part of each episode includes a more technical context, in an *ad-hoc* kitchen set. The protagonist will present detailed explanations of vegan dishes inspired by her experience gathered during her tour. Each preparation innovates traditional Italian recipes with easy-to-find ingredients and step-by-step instructions.

LAUNCH ON TV NETWORKS: 2020/2021





NADIA ELLIS KITCHEN - OFFICINE GULLO



## A PROJECT BY MT FILM PRODUCTION

### PRODUCTION COMPANY:

MT Film Production is a Group based in Italy with a long experience in the Fashion and Lifestyle fields. One of Marco Tricomi's Productions has been recently broadcasted on the main Italian **Food Channel Gambero Rosso HD** on **SKY network: "My Planet Vegan"**, the first *Plant-based Cooking and Lifestyle show*, dedicated to this ethics and food contemporary movement.

Another prestigious series created by MT Film Production, in co-production with Magic Elves Los Angeles USA and committed by Unilever, was **"Into the Heart of Italy"** for **Bertolli Frozen Meals** entirely filmed in Tuscany: six episodes of 30 min. each with two major talents, the actress **Marisa Tomei**, winner of the award of Best Supporting Actress for the film "The Wrestler" with Mickey Rourke, and the great Italian-American chef **Rocco Di Spirito**.

### OUR LATEST TV PROJECT:

#### THE **V** PRODUCTS AND THEIR ALTERNATIVE BEAUTY

The Star of the "My Planet Vegan" show is the international vegan pioneer **Heather Mills** (also known as Paul McCartney's ex-wife) who, with the support of Art Director Marco Tricomi, fashion and food expert, brings the audience around **Tuscany** to discover the innovations of the region. Each episode sees the two protagonists accompanied by special guests: **Michelin Star Chefs, Culinary Professors**, and many other excellent professionals who present the vegan philosophy under a friendly, colorful and innovative light. *The objective of the show is, in fact, to highlight the underestimated vegan gourmet cooking by using delicious animal-free alternatives.*

### WHY ISRAEL NEXT? THE FIRST VEGAN COUNTRY IN THE WORLD

Moving out of the Italian Market and from a strategical perspective, MT Film Production sees **Israel as a significant potential consumer**: Israel is unanimously recognized as the Vegan Capital of the world and the interest of the general public towards Veganism is amongst the highest - geographically and historically - in the world.

Furthermore, online and offline research and statistics found that the country expresses particularly high levels of attention to the Italian culinary scene.

The Series will be launched on Ananey Communications network.



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## **AND WHY NADIA ELLIS?**

Looking for a *multilingual* and *cultural icon*, the Production found in *Nadia Ellis* the most suitable personality. *Originally Italian* from Milan, Nadia moved to *Paris in 2002 at the age of 22* and then to *Tel Aviv* in 2008, where she is still living today. From a culinary perspective, Nadia is a renowned vegan chef: with homemade and first-rate products, she is able to *reproduce surprising vegan versions of the most traditional Italian recipes*. Nadia is ranked among the *Top 3 Hosts for Eatwith Israel* with 4,000 guests (and counting) in a few years only. Nadia recently attracted much attention in Israel as her vegan version of the Italian classic cheese ravioli in butter and sage fooled four of the best chefs in the world, during a blind tasting, on the famous **Game of Chefs TV Shows**: none of the chefs realized the dish was vegan and even praised the butter sauce which Nadia had actually prepared from scratch less than an hour before in front of the cameras. On top of it all, Nadia has a Ph.D. in Discourse Analysis and, to this date, she lectures on Rhetorics and Discourse Analysis at Tel Aviv University. In other words, she knows how to communicate! In the past few years, Nadia has been at the forefront of the vegan Israeli movement by running for office in the first vegan-only party at the latest Tel Aviv municipal elections.

To make it short, she's the perfect icon for our Food Format!





**NADIA ELLIS - "THE VEGAN ITALIAN CHEF"**

**MARCO TRICOMI - PRODUCER AND DIRECTOR**



# NADIA ELLIS

## Nadia's Personal Vegan Revolution goes public!

### THE BEGINNING

Nadia Ellis was born and raised in *Milan*, Italy. After earning her Master's *degree in Foreign Languages and Literature in 2002*, Nadia moves to *Paris* where she lived for six years. There, she begins her career as a *Product Manager* in the *Jewelry and Fashion* world. In 2008, she decides to follow one of her biggest dreams, and she moves to Tel Aviv, where she works for the first two years as a Business Developer for one of the local largest Fashion brands.

The year *2011* marks another big change in Nadia's life: she decides to enroll at *Tel Aviv University* to pursue a doctorate (*Ph.D.*) in *Political Discourse Analysis*, which Nadia earns with success in 2017.

In parallel, Nadia works as researcher for the prestigious *Jerusalem-based JPPI* (Jewish People Policy Institute) for which she carries out *a number of political analysis and research*. At the same time (2013-2019), Nadia starts working for the *international News Channel i24news*, for which she provides weekly political discourse analysis during the live 8PM News broadcast.

### 2014: THE TURNING POINT

It is during the summer of 2014 that Nadia researches for the first time *the conditions of animal factory farming*. It is a shock and a revelation, and within three months she decides to change her lifestyle...

## Nadia goes **VEGAN!**

### ALL BY MY SELF

While in 2014 *Veganism is already on the rise in Tel Aviv*, Nadia needs no more than a few weeks to realize that her decision will not only impact her day-by-day lifestyle, but most of all, her culinary habits. Being both an Italian and a Foodie, Nadia goes in search for proper Italian vegan food in Israel only to discover that... there is none! This is when Nadia decides to study - on her own - *traditional Italian cuisine*, while trying to reproduce it in a *vegan version* that recreates and conveys, as much as possible, its original *flavors, colors* and *textures*.

### ECCOMI! I'M THE VEGAN ITALIAN CHEF

After many experiments and countless dishes, Nadia gets in touch with Eatwith, the prestigious international culinary platform that connects Foodies and Chefs all over the world. After a selection process that lasts over two months, Nadia makes her *official debut on Eatwith* as *the first Vegan Host in Israel* on *August 2015*. From that moment on, the rumor quickly spreads and thousands of guests (tourists and locals), mostly non vegans, reserve their seat at Nadia's table. In the past four years more than 4,000 guests have had the opportunity to taste the vegan version of the most traditional Italian dishes that our Chef offers during her dinners. *Today* Nadia lectures on *Rhetoric and Discourse Analysis* at Tel Aviv University, while *continuing to host two to three Eatwith dinners a week* in her Tel Aviv living room.





MICHELIN STAR PIETRO LEEMANN - JOIA RESTAURANT MILANO





WE ARE THE REACTION



YOU NEED . . .



MT FILM PRODUCTION

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## MT FILM PRODUCTION

FILM DIRECTOR: MARCO TRICOMI

### ***More than an Entrepreneur, he is a Visionnaire***

Marco Tricomi, *Image Consultant* and *Creative Director*, has made a name for himself through years of solid and active expertise in Fashion, Aesthetics, Communication and Lifestyle. Marco is a leading figure in the industry and is known for his *artistic talent*, *trend intuition* and *market projections*.

Internationally renowned for his creativity and personality, Marco has developed and cultivated, over the years, a strong passion for traveling: he loves discovering new cultures and tasting new foods.

*Today*, thanks to his curiosity, sensitivity, research and exploration of tastes, *he is considered an expert in multicultural cuisine*.

With this entrepreneurial and professional experience, Marco has immersed himself in the field of Film Productions by creating in 2018 his first own television series as a producer, creator, director and co-star together with famous icon and vegan pioneer Heather Mills. Marco was fast to catch on this rapidly expanding phenomenon: he devised a cooking format dedicated to the philosophy and experiments of the vegan universe, and succeeded in broadcasting his first series in exclusivity for the Italian market on **Gambero Rosso HD**, the premium food channel in Italy on Sky 412.

Today Marco Tricomi is the **Creator, Producer and Director** of "Nadia Ellis, the Vegan Italian Chef".



MT Film Production  
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## SPECIAL THANKS TO



Changing Reality

