

D-C60 → BLK

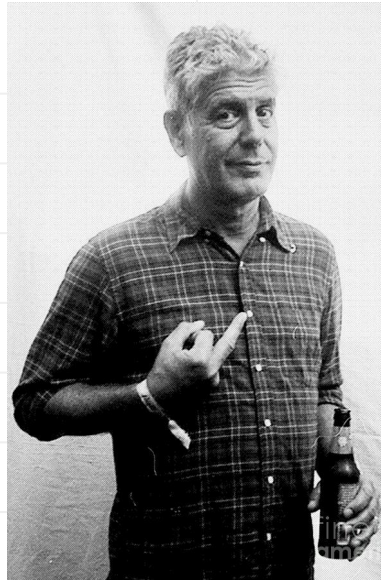
**NO LIFE 'TIL
LAGER**



CHALLENGE

“I had found myself in a nest of beer nerds and I thought this is a terrible thing. I like good beer. I like craft beer. These are all good things, but you know, drinking is supposed to be fun, right?”

- Anthony Bourdain



SOLUTION

“Put Bourdain in a brewery and get him drunk.” - No Life 'Til Lager

D-C6 NO LIFE 'TIL BLK

NO LIFE 'TIL LAGER

LOGLINE

A travel show focusing on new American lager breweries and the world's best selling beverage. No Life 'Til Lager is about the brewers that make it, the people who drink it, the setting and soundtrack that brings us together for a perfect pint. Hosted by Advanced Cicerone® Adam Zuniga.

MISSION

Lager is the most intensive and expensive beer to produce, a true labor of love. Arriving with immigrants to The US, we now have the greatest number of local breweries crafting lagers. It's widely consumed from music venues to sport stadiums, bars to restaurants; the first choice front of house and among chefs in the kitchen. Join us for a tour of the country as taste in beer comes full circle, proving there is No Life 'Til Lager.

D-C60

TRUE
MECHANISM

BLK

SAMPLE EPISODES



BIO



Adam Zuniga is a veteran of the craft beer industry and working actor on both coasts. He is one of few certified experts to hold the title Advanced Cicerone®, the founding curator of Slipknot's Knotfest Beer Pit and narrated *The Book Of Hops* by Dan DiSorbo. Adam is part of a creative team that self-produced [The Six Most Metal Breweries](#) which premiered on BangerTV and received 10K YouTube views as well as a best pilot award at NYC TV Film Festival.



Ep 1 - Portland, OR

Wayfinder Beer
Hell Lagerbier
Sizzle Pie

Ep 2 - Venice, CA

Firestone Walker Brewing
Pivo Pils
The Propagator

Ep 3 - Flagstaff, AZ

Dark Sky Brewing
Pit Stop Light Lager
Merkin Vineyards Osteria

Ep 4 - Denver, CO

Bierstadt Lagerhaus
Slow Pour Pils
Biker Jim's Gourmet Dogs

Ep 5 - San Antonio, TX

Weathered Souls Brewing
Oak Aged Helles Fire
Chef Gregory Collier

Ep 6 - Chicago, IL

Goldfinger Brewing
Czech 10°
Kuma's Corner

Ep 7 - Asheville, NC

Burial Beer Company
Shadowclock Pilsner
Forestry Camp

Ep 8 - Providence, RI

Narragansett Brewing
Pre-Prohibition Lager
Shark Week

Ep 9 - Salem, MA

Notch Brewing
Piwo Grodziskie
Jaju Pierogi

Ep 10 - Brooklyn, NY

Kings County Brewers Collective
Morbid Hour Black Pilsner
Chef Brian Tsao



SHOW BIBLE

Cold Open 'Beer Parody' - a popular film or TV scene rewritten in beer context to setup the episode.

Identify Location - brewing history past to present and what makes our destination special.

Intro to Lager Brewer / Brewery - visit local brewery for tour and interview with head brewer in taproom.

Beer Tasting - flight of current lagers on tap, may or may not include designated 'hero' beer.

Brew Day - immersive, visual experience brewing a flagship lager from milling grain to fermentation.

Local Fixer - exit the brewery to meet an expert outside of beer like a neighborhood chef, musician, athlete.

Lager Lifestyle - we earn our beer by preparing a meal together or other wildcard activity.

Beer Summit - back to the brewhouse for a roundtable discussion with brewer and fixer.

Packaging Day - fast forward to first taste of hero beer while canning and kegging.

Release Party - a community gathering to celebrate at the brewery or nearby restaurant, bar, venue, etc.

PILOT PITCH

Beer Parody - "The Wrestler" with Mickey Rourke (Adam) and Marisa Tomei (Ashleigh) at the bar.

Location - Adam introduces Denver, CO.

Lager Brewer / Brewery - Ashleigh Carter, head brewer and co-owner at Bierstadt Lagerhaus.

Tasting - Helles, Corn Lager, Dunkel, Doppelbock.

Brew Day - Slow Pour Pils.

Fixer - Rocky Mountain Pro Wrestler Al Snow.

Lager Life - Adam takes wrestling lesson from Al.

Summit - Al meets Ashleigh.

Packaging - Ashleigh, Al and Adam sample fresh Slow Pour Pils, straight from the lagering tank.

Party - Pro wrestling match at the brewery between Hazy IPA and Pilsner mascots, Hazy knocks Pils out with a flour bag, Adam steps into the ring.



FINANCIALS

The United States beer market is a \$116.9 billion dollar business as of 2023, let's make the first good series about good beer.

Source: Brewers Association U.S. Beer Sales 2023



GOODNIGHT AND GOOD LAGER

Listen to the No Life 'Til Lager podcast, now streaming on all platforms:

<https://nolifetillager.com/episodes>

