



NEWS RELEASE

FOR IMMEDIATE PUBLICATION

Incendo Starts the Filming of “AS GOUDA AS IT GETS”

Montreal, September 28th, 2020 – Incendo is pleased to announce that it has begun principal photography on **AS GOUDA AS IT GETS**, shot on location in Montreal, starring Canadian actress Kim Shaw (*The Lead; Christmas Scavenger Hunt; Saving Hope*). The movie also co-stars Canadian actors Clayton James (*When Calls the Heart; Made For You With Love; A Christmas Arrangement*) and Tara Joshi (*Grounded for Christmas; Nostalgic Christmas; V Morgan is Dead*).

AS GOUDA AS IT GETS is written by James Phillips. It is with great excitement that we welcome director Anne De Léan (*Within These Walls; L’Heure Bleue; Le Jeu*).

AS GOUDA AS IT GETS: Artisan cheese shop owner Brie finds herself competing for a \$50,000 prize in her town’s annual Cheese Festival. To boost her presence, she teams up with an influential cheese critic to profile her vintage smoked gouda. As their friendship develops into romance, a competitor’s business proposal and unforeseen complications force Brie to put her shop - and heart - on the line.

AS GOUDA AS IT GETS is produced in association with Citytv, a Rogers Sports & Media channel, to air as part of Citytv’s fan-favourite Fall in Love Fridays lineup. Kaleigh Kavanagh will produce the film; Executive Producers are Jean Bureau and Ian Whitehead.

About Incendo

Incendo is a Canadian company that specializes in the production and international distribution of high quality television programming for the worldwide marketplace. Since its inception in 2001, the company has produced compelling movies, television series as well as documentaries that have been sold throughout the world. Incendo is the leading television distribution company in Canada and also handles theatrical distribution in Québec for Paramount Pictures. For more information, visit www.incendo.ca.

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