

# Media Release

The Hon Colin Brooks MP  
Minister for Development Victoria  
Minister for Precincts  
Minister for Creative Industries



Thursday, 14 December 2023

## EPIC TV DRAMA SERIES BOOSTING VICTORIAN SCREEN INDUSTRY

Filming is underway in Melbourne for a new television series *Apple Cider Vinegar* – a Netflix and See Saw Films / Picking Scabs production – that is set to create 450 local jobs and boost Victoria’s economy, backed by the Allan Labor Government.

Minister for Creative Industries Colin Brooks announced the six-part series will bring together local and international talent to support the state’s creative and screen industries and generate more than \$13 million in economic value.

This production further cements Victoria’s world-class screen production industry while creating more opportunities for local homegrown talent on and off the screen to get their big break.

Described as a true-ish story, based on a lie, *Apple Cider Vinegar* tells the story of two women who set out to cure life-threatening illnesses through health and wellness, motivating their online followers along the way. All of which would be inspiring if it were true.

The series stars Kaitlyn Dever (*Dopesick*, *Unbelievable*) is directed by Melbourne-born Jeffrey Walker (*The Clearing*, *The Artful Dodger*, *Modern Family*), and written by Australian Samantha Strauss (*The Dry*, *Nine Perfect Strangers*, *Dance Academy*), alongside Anya Beyersdorf (*The Twelve*) and Angela Betzien (*Total Control*).

The cast’s star power includes Alycia Debnam-Carey (*The Lost Flowers of Alice Hart*, *Fear the Walking Dead*), Aisha Dee (*The Bold Type*, *Safe Home*), Tilda Cobham-Hervey (*The Lost Flowers of Alice Hart*, *I Am Woman*), Ashley Zukerman (*Succession*) and Mark Coles Smith (*Mystery Road: Origin*).

See-Saw Films’ Liz Watts, Helen Gregory, Emile Sherman and Iain Canning; Picking Scabs’ Samantha Strauss and Louise Gough, and Kaitlyn Dever to executive produce. The series is produced by Victorian Yvonne Collins and co-produced by See Saw Films’ Libby Sharpe, with Jeffrey Walker and Simon Gilis as Co-Executive Producers.

*Apple Cider Vinegar* is filming in Victoria thanks to the Labor Government’s Victorian Screen Incentive, attracting international and interstate screen productions to our state and drawing on local screen industry talent to boost opportunities for local professionals and businesses.

*Apple Cider Vinegar* adds to Victoria’s growing screen pipeline, with recent productions that have filmed in the state including Paramount+ Australia series *Fake* starring Asher Keddie and David Wenham, and Stan and the Australian Children’s Television Foundation family feature *Wind Catcher*.

### Quotes attributable to Minister for Creative Industries Colin Brooks

*“Victoria is home to a world-class screen industry, with skilled workers, diverse locations, and a strong ecosystem of businesses and facilities. We are proud to back productions like Apple Cider Vinegar, which will showcase our local talent - both in front and behind the camera – right around the globe.”*

*“The Victorian Screen Incentive is a game-changer for Victorian screen workers, creating exciting career opportunities and a platform for screen businesses, while delivering strong economic returns to the state.”*

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