



ALCOHOL – THE MAGIC POTION

by Andreas Pichler



SYNOPSIS

Alcohol: No substance seems so familiar to us and is so incredibly diverse in its effect. It's available everywhere and this particular molecule has the power to affect all 200 billion neurons of our brain in completely different ways. But hardly anyone calls it a drug despite its psychoactive and cell-destroying effect. Why do we tolerate the death of 3 million people every year? What role does the alcohol industry play with an annual turnover of 1.2 trillion EUR in this on-going concealment? The film has no intention to point a moral finger but will change the drinking habits of the viewer.

CAST AND CREW

DIRECTOR Andreas Pichler · SCORE Gary Marlowe · EDITOR Florian Miosge · DOP Martin Rattini

Germany 2019

89 min

ORIGINAL TITLE

ALKOHOL – DER GLOBALE RAUSCH

FORMAL CATEGORIES

Economy, Politics, Social issues

ORIGINAL LANGUAGES

English, Italian, German

PREMIERE

Germany (2019)

WORLD SALES

MAGNETFILM GmbH

Torstraße 154

10115 Berlin

Germany

georg.gruber@magnetfilm.de

<http://www.magnetfilm.de>

PRODUCTION COMPANY

EIKON MEDIA GmbH

Bergmannstr. 102

10961 Berlin

Germany

info@eikon-film.de

<http://www.eikon-film.de>

LINKS / REFERENCE

CO-PRODUCTION

Miramonte Film, Bolzano - Italy

<http://www.miramontefilm.co...>

TRAILER

<https://vimeo.com/379035438>

<https://youtu.be/Qf63VQGSAA...>

[https://www.andreaspichler....](https://www.andreaspichler...)