



FREEZE DRIED



EMPIRE

Florenzano Films

**Michael Howard
Productions**

WGA#2275014

WHAT TO EXPECT

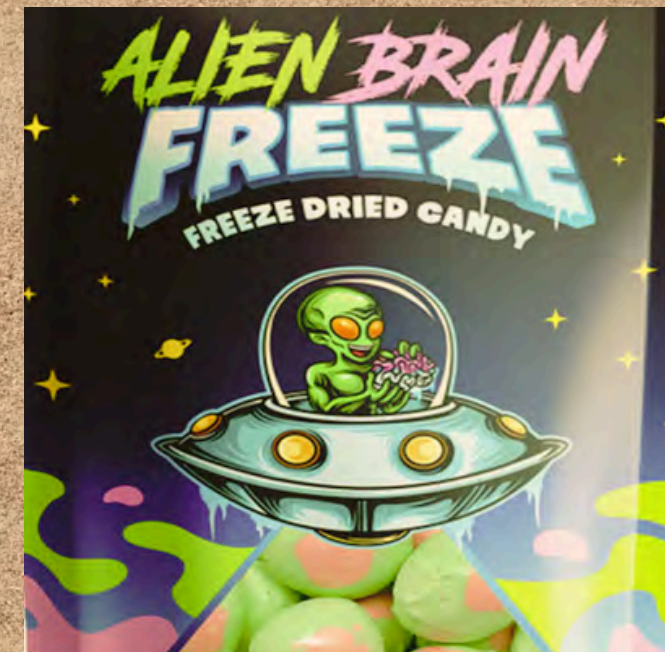


Format / Genre

Freeze Dried Empire is a single camera reality show

Logline

The youngest of four siblings fights for recognition and respect as her Chaldean brother and sisters grow a freeze dried candy empire she originally launched through social media.



TONAL COMPS



Keeping up with the Kardashians meets Vanderpump Rules

Combining the raucous family drama of Keeping Up With the Kardashians with the work-place intrigue and ego of Vanderpump Rules.

THE STORY

Candy, Cannabis, and the Chaldean Culture

As the youngest of four siblings raised in a traditional Chaldean family, Daniella Shaba struggled to be heard and taken seriously. Her brother Danny was a successful cannabis entrepreneur, her older sister Darlene excelled in college as the 'smart one' and the oldest of them all Diana had started a family and owned a food-truck distribution center.

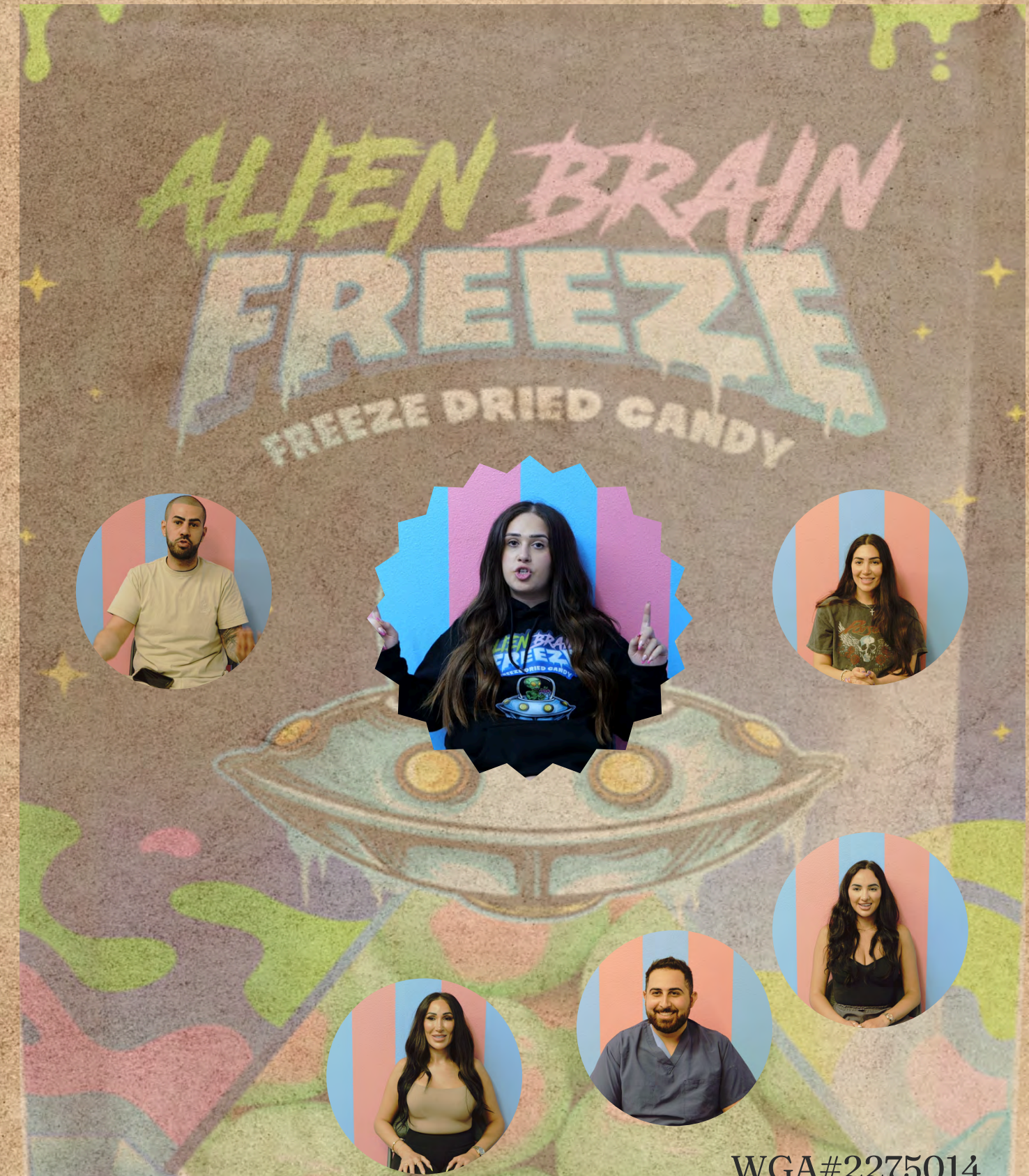
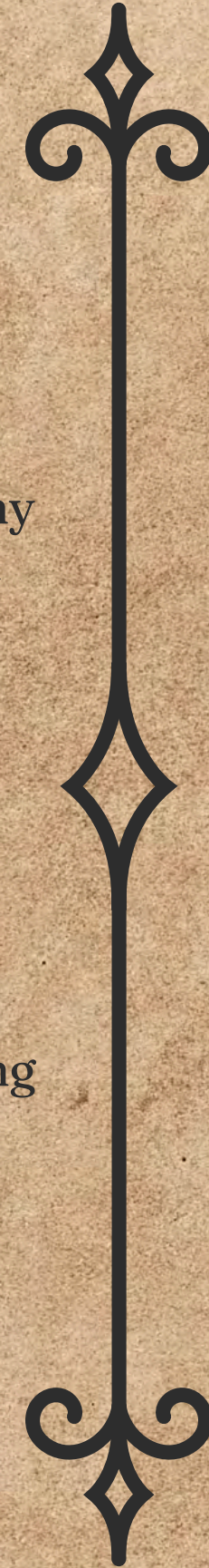
Daniella felt inadequate and dismissed. Her ideas were mocked, ridiculed and laughed at as she went to school and sought solace on social media.

Bored during the pandemic of 2020, she began posting online videos of her favorite foods. Then she posted a video of freeze dried candy and it went viral. Suddenly everyone wanted to know where to get it. So she began selling freeze dried candy online through social media.

It got so big that she needed help. So her brother and sister joined her and it became a family business. She finally felt appreciated and valued for the contribution she has made to her family.

But as the business expands and grows, Daniella stills finds herself continuing to fight for relevance and respect among her family.

We follow her as she strives to be the queen of freeze dried candy and earn her family's appreciation.



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THE WORLD



Freeze Dried Candy

It began as 'Candy Boulevard' on TikTok, but with Daniella's brother's experience in retail cannabis operations, the family launched Alien Brain Freeze branded candy.



Cannabis Dispensary

Daniella's brother Danny is the brains and braun of a successful cannabis chain of stores, which he manages along with the family's interest in freeze dried candy operations.

CHARACTERS

Daniella Shaba - the social media star

With over 4 million followers on social media, Daniella has a voice. Online, and in person, her personality is big, proud and loud.

But it doesn't impress her siblings who still see her as the youngest in the family.

Determined to be heard, Daniella navigates how to have a voice in the family-business she founded, even while her voice online continues to grow.



CHARACTERS

Danny Shaba - the Cannabis King

The reigning patriarchal boss of the Shaba family, Danny must quell his sister Daniella's demand for attention in an effort to keep peace in the family and grow the candy business she started.

A successful cannabis dispensary owner and entrepreneur, Danny brought his operational and business knowledge to the candy game, and it has flourished as a result.

Not one to miss out on the good life, Danny balances business with an active dating and night life.



CHARACTERS

Darlene Shaba - the smart one

Known as the smart one of the family, Darlene was in college studying to be a biologist when her younger sister Daniella began selling freeze dried candy online.

When the candy business began to flourish, she helped out for a while, for what was meant to be at the time just a side-hustle until the pandemic of 2020 ended.

Four years later, she finds herself managing the day-to-day operations and clashing with her younger sister who demands to be heard.

But with her boyfriend soon expected to propose, she is beginning to look beyond the candy game.



CHARACTERS

Shakra - the Childhood Rival

As a close cousin to Daniella by marriage, the two have a storied history growing up as children, where neither one liked the other.

When her dad partnered with Daniella's brother Danny in the cannabis business, Shakra was only mildly interested -- until she ended up working at the dispensary as the manager.

Working for Daniella's brother has drawn her closer to the Shaba family orbit, where she and Daniella have mended fences and get along just fine now.

Except for the occasional unavoidable spat here and there of course.



PRODUCTION TEAM



Daniel Floranzano
Floranzano Films

San Diego, Los Angeles Filmmaker with B.A. in Theatre. Producer of award winning film *The Evil Rises*, recent release *Bloody Anniversary*, and crowd favorite *Bikini Mayhem*.



Michael Howard
M. Howard Productions

Propeirter Michael Howard Productions, Screenwriter, Producer, Founder San Diego Indie Film Network Roku Channel, Arts/Entertainment Writer Escondido Times-Advocate, East County Magazine

Floranzano Films

- Danny Floranzano
- Scott Oram




M. Howard Productions

- Michael Howard


CONTACT US

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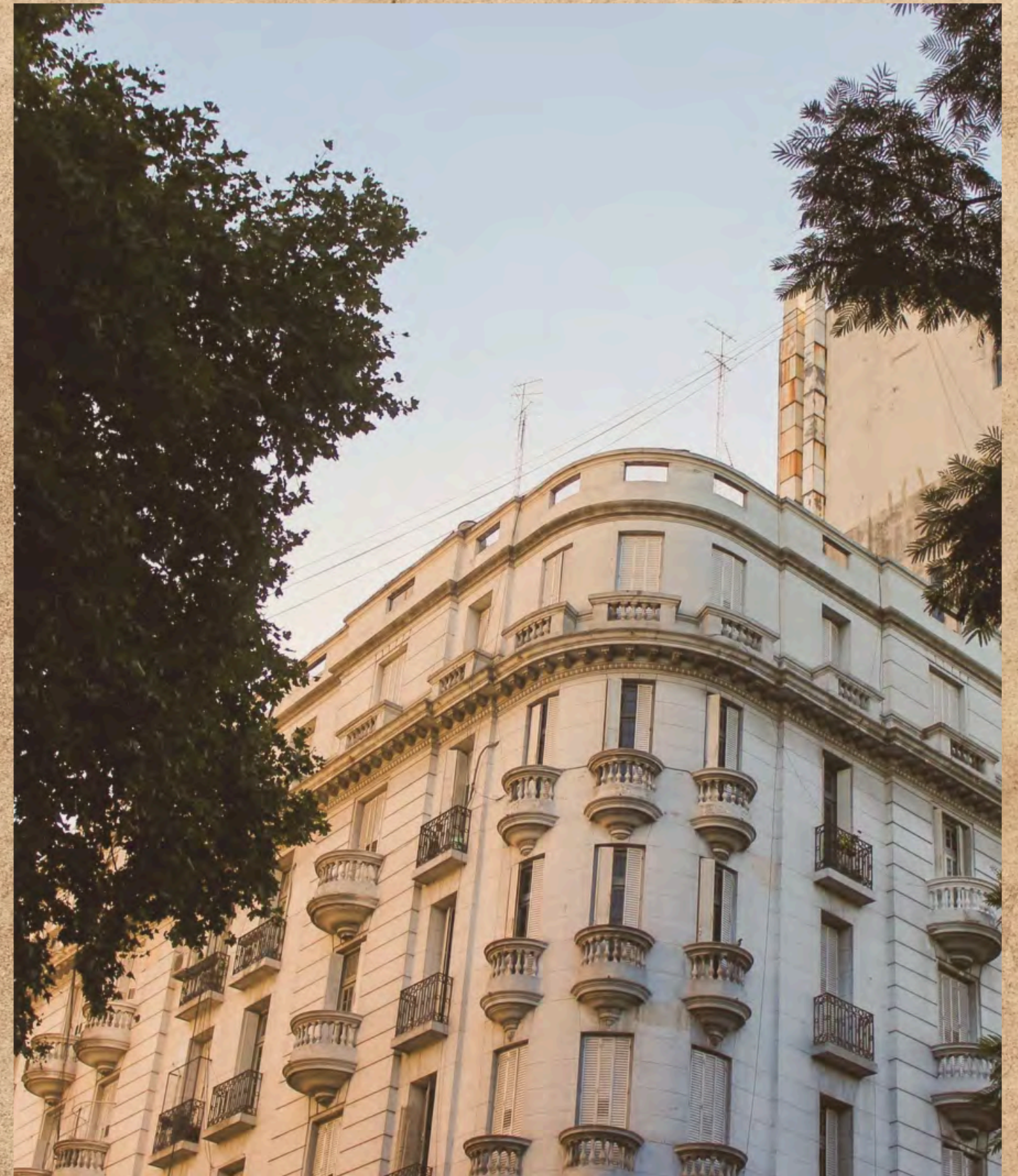
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THANK YOU

—◆— **Danny & Michael** —◆—