

Iberseries & Platino Industria will present never-before-seen images and host a panel with the creators of HBO's new Mexican original series "Como Agua para Chocolate" (Like Water for Chocolate)

- Based on the novel by **Laura Esquivel**, the series will be part of the **Iberscreenings program** of this renowned international event of the Ibero-American audiovisual industry

Madrid, September 18, 2024 - The fourth edition **Iberseries & Platino Industria** will delve into the creative process of HBO's new Mexican original series "**Like Water for Chocolate**" by presenting unpublished images from this production and hosting a panel with its creators in the "**Coming soon from Iberscreenings**" section.

Its creators will explain how this work will be taken to international screens and discuss the key aspects of the audiovisual adaptation process, the portrayal of Latin American magical realism, and the challenge of producing a local series that crosses borders. Participating will be **Jerry Rodriguez**, showrunner and executive producer of "Like Water for Chocolate" and SVP Head of Scripted of **EndemolShine Boomdog** (Mexico); **Curro Royo**, Head Writer of this adaptation, and **Jorge Tijerina**, Script Content Development Leader for Mexico at **Warner Bros. Discovery**.

The series "**Like Water for Chocolate**", which will soon be released on **HBO** and **Max**, is based on the **1989 novel by Laura Esquivel**, which has been published in more than 30 languages and was previously adapted into one of the most successful Latin American films in the world. The original HBO production was shot in Mexico under the direction of the renowned directors of fiction series Julián de Tavira and Ana Lorena Pérez Ríos, and features a stellar Mexican cast, with the following stand-out stars: Irene Azuela, Azul Guaita, Ari Brickman, Ana Valeria Becerril, Andrea Chaparro, Andrés Baida, Ángeles Cruz, and Louis David Horné.

The executive producers for this new series are Salma Hayek Pinault, José Tamez, and Siobhan Flynn for Ventanarosa Productions; Sharon Levy, Lisa Fahrenholt, and Flavio Morales for Endemol Shine North America; Alejandro Rincón, Jerry Rodriguez, and Clara Machado, with Manuel Vargas overseeing physical production, for Endemol Shine Boomdog; and Mariano Cesar, Mónica Albuquerque, and Anouk Aarón for Warner Bros.

Iberseries & Platino Industria, the foremost international meeting of the Ibero-American audiovisual industry, is promoted by **EGEDA** and **Secuoya Foundation**, in collaboration with **FIPCA**, with the support of **Community of Madrid, Madrid City Council, ICEX Spain Export and Investment**, and the sponsorship of **Madrid Film Office** and **Film Madrid**, among other collaborating entities. The fourth edition will be held from **October 1 to 4 at Matadero Madrid**, and more than 1,500 professionals from the film and audiovisual sector have already confirmed their attendance.

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