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FOR IMMEDIATE RELEASE

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SUGAR, GRAVY, PLEASURE: Award-winning memoir becomes feature documentary about Britain's underground music scene

'*Sugar, Gravy, Pleasure*: An indie odyssey in Peterborough' film, a feature documentary, chronicling the unlikely rise of one of UK's longest-running alternative music venues, is now showing at film festivals.

The film tells the true story of The Sugar Club, an alternative music club night, that operated from 1991-2002 in Peterborough, England—a city repeatedly voted "the worst place to live in the UK." Against a backdrop of grunge, Britpop, and nu-metal, the club became a cultural haven for misfits, music lovers, and working-class youth in a hostile provincial environment.

SCREENINGS & AWARDS HIGHLIGHTS:-

- **Best Documentary - Global INDIE Filmmakers Awards** (UK) Sept 2026
- **European Feature Doc – European Short Awards - London** (UK) Oct 26
- **Film winner at 2026 Five Continents International Film Festival, Venezuela:** **'**Best Director - Documentary film' Martin Rowe in March 2026.
- **Screening- Milton Keynes International Film Festival, UK** - 20/11/26
- **Screening- Mesa International Film Festival, Phoenix, Arizona**, (USA) - 15/8/26
- **Screening- British Independent Film & Television Awards (BIFTA**), UK - 5/9/26
- **Semi-Finalist** at Stockholm City Film festival, April 2026
- **Best Documentary - Global film and music festival** (USA) May 2026
- **Based on award-winning memoir**: Pete won the 2025 Civic Award for Contribution to Art & Culture for his source book(Troubador Publishing)
- **'Sugar Clubbing' an exhibition at Peterborough Museum and Art Gallery**, England. (12 February 2026 –4 May 2026)
- **Endorsement** from **Tony Parsons**, NME music journalist & best-selling author.
- **Featuring musicians**: Interviews include **Gizz Butt** (The Prodigy/English Dogs) and **Spike T. Smith** (Morrissey/New York Dolls/Sham 69)
- **Featuring Nathan Murdoch,** street artist from 'Dragons Den' BBC TV fame
- **Featured memoir in Museum of Youth Culture, London from September 2026**
- **Proven audience**: With humour and heart, the book has achieved consistent 5-star reviews and sales in UK, Australia and New Zealand markets
- **Timely content**: Capitalises on current documentary renaissance around 90s music culture, with 30-year anniversaries of Britpop milestone albums (Oasis '*Definitely Maybe'*, Blur '*Parklife'*)

SYNOPSIS:

In a city once voted "Worst Place to Live in the UK," an unlikely musical revolution took place. ‘SUGAR, GRAVY, PLEASURE’ tells the story of the Sugar Club, Peterborough's legendary alternative music venue that became a haven for misfits, music lovers, and anyone who didn't quite fit in elsewhere.

Pete Elderkin's memoir chronicles his journey from playing in local indie band The Pleasureheads to creating one of the UK's longest-running alternative club nights. Through the evolving musical landscapes of grunge, Britpop, and nu metal, the Sugar Club offered a safe space where people could dress how they wanted, dance how they liked, and hear music that wouldn't be played anywhere else in town.

The documentary explores universal themes: creating community in the absence of infrastructure, working-class cultural resistance, the economics of passion projects, and the bittersweet nostalgia of youth movements that couldn't last forever. A working class voice in East Anglia, England.

DIRECTOR'S STATEMENT:

"Every major music documentary focuses on London, Manchester, or the bands themselves," says director Martin Rowe. "Nobody tells the story of provincial venues—the grassroots spaces where local kids discovered these bands before they became famous. Pete's story needed to be told and told visually. This is about what happens when working-class youth refuse to accept that culture happens elsewhere, in just the big cities."

TARGET AUDIENCE:

- Gen X music fans (aged 45-60+) with strong nostalgia for 90s alternative music
- UK regional audiences interested in untold cultural history
- Documentary enthusiasts drawn to music, subculture, and social history content
- International markets with interest in British music culture
- Music book enthusiasts
- Cross-promotion opportunities with published memoir.

COMPARABLE TITLES:

- *Oasis: Supersonic* (Netflix)
- *Amazing Journey: The Story of The Who*
- *LCD Soundsystem: Shut Up and Play the Hits*
- *Rumble: The Indians Who Rocked the World*
- *Searching for Sugar Man*

SOCIAL IMPACT:

Sugar, Gravy, Pleasure contributes to conversations about:

- Regional inequality in UK cultural funding and recognition
- Working-class cultural production and grassroots creativity
- The decline of independent music venues in Britain

- Youth culture and community-building outside metropolitan centres

ABOUT THE FILMMAKERS:

Martin Rowe (Director) is a film director, musician and former DJ.

Pete Elderkin (Co-Writer/Subject) was born in Peterborough and co-founded The Sugar Club in 1991, running it for eleven years, previously performing in indie band The Pleasureheads. He emigrated to New Zealand in 2002 and he published his debut memoir '*Sugar, Gravy, Pleasure: An indie odyssey in Peterborough'* in July 2024, which won 2025 Peterborough Civic Award for Contribution to Art & Culture.

Elderkin co-wrote the documentary with Martin Rowe, bringing their firsthand experience and extensive archive materials to the project.

ABOUT THE SOURCE MATERIAL:

The documentary is based on Pete Elderkin's memoir of the same name (Troubador Publishing, July 2024, ISBN: 9781805144281). The book has received widespread acclaim:

"I loved it. A beautiful, big-hearted book about being a young, working class kid finding life, joy and the best music you ever heard in the most unlikeliest of places. Sugar, Gravy, Pleasure is a love letter to a lost time when music was at the centre of the universe."
— **Tony Parsons**, NME music journalist and bestselling author

The book is available in paperback, ebook, and audiobook formats, with strong sales in UK, Australian and New Zealand markets.

PRESS MATERIALS AVAILABLE:

- Director/co-writer – photo taken outside Peterborough Museum and Gallery.
- Trailer - https://youtu.be/XNGyBaSdz0c
- Interview availability online with Martin Rowe (director) and Pete Elderkin (co-writer/subject)

FOR DISTRIBUTION AND PRESS ENQUIRIES:

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Book available: Amazon, Troubador Publishing, Spotify (audiobook)

DOWNLOADABLE ASSETS:
Link to film trailer on You Tube: https://youtu.be/XNGyBaSdz0c