

Eagle Tribune

December 20, 2005

By Rebecca Correa
Staff Reporter

LONDONDERRY - Shaw's Supermarkets on Route 102, Mack's Apples and the town common may be coming to the big screen.

Londonderry native Gordon Weinberger, 40, who created Gordon's pies in the Granite State, plans to turn the story of his company into a full-length comedy film by 2007. While filming locations across the state have not been confirmed, Weinberger said he hopes a large part of the picture will be shot in Londonderry, where his company began.

Weinberger said everything from selecting actors to the film's premiere will take place in New Hampshire.

"We're bringing Hollywood to New Hampshire, and I promise you it will be wicked fun," he said.

He said he and his colleagues never considered holding the premiere | red carpet and all | in Boston or New York because after all of the traveling he has done, New Hampshire is still his favorite place.

"Here you can get anywhere in an hour. I just love that," he said. "It's easy to get around. People are so nice, if they don't like something, they'll tell you. I appreciate that."

The \$1 million project, which will be filmed by his production company, Infinite Persistence, starts next fall.

The production company shares the name of his recently published "Infinite Persistence Life Book," on which the screenplay is based. The book tells Weinberger's success stories as he created a successful company and sold it to Mrs. Smith's by the time he was 35.

But success came in a nontraditional way for Weinberger, who drove his pie bus, complete with a Gordon's logo, from Shaw's to Hannaford stores across the Granite State in an attempt to promote his product. He has since moved to Connecticut with his family but still has an office and a summer home in Sunapee.

Weinberger said he hasn't selected a cast for the film yet but said residents of New Hampshire will have a chance to be in the film. The first 10,000 people to purchase his book will be given the chance to be extras in the film.

The leading role of Weinberger has yet to be cast. He said he hasn't ruled out playing the part himself, but ideally it would be Manchester native and comedian Adam Sandler. "There's no doubt about it he's got a great sense of humor. There's so much humor in

what I did, (Sandler) would be perfect," he said.

Weinberger said talks with Sandler for the starring role haven't begun. He also said while he is on a \$1 million budget, if the project grows it may eventually be sold to a larger company.

But for now, work is just beginning. He has spent the past three weeks doing publicity interviews around New Hampshire. He said he hopes to have filming sites chosen and secured by the end of the winter.

Weinberger said he is shooting for a release date of fall 2007.