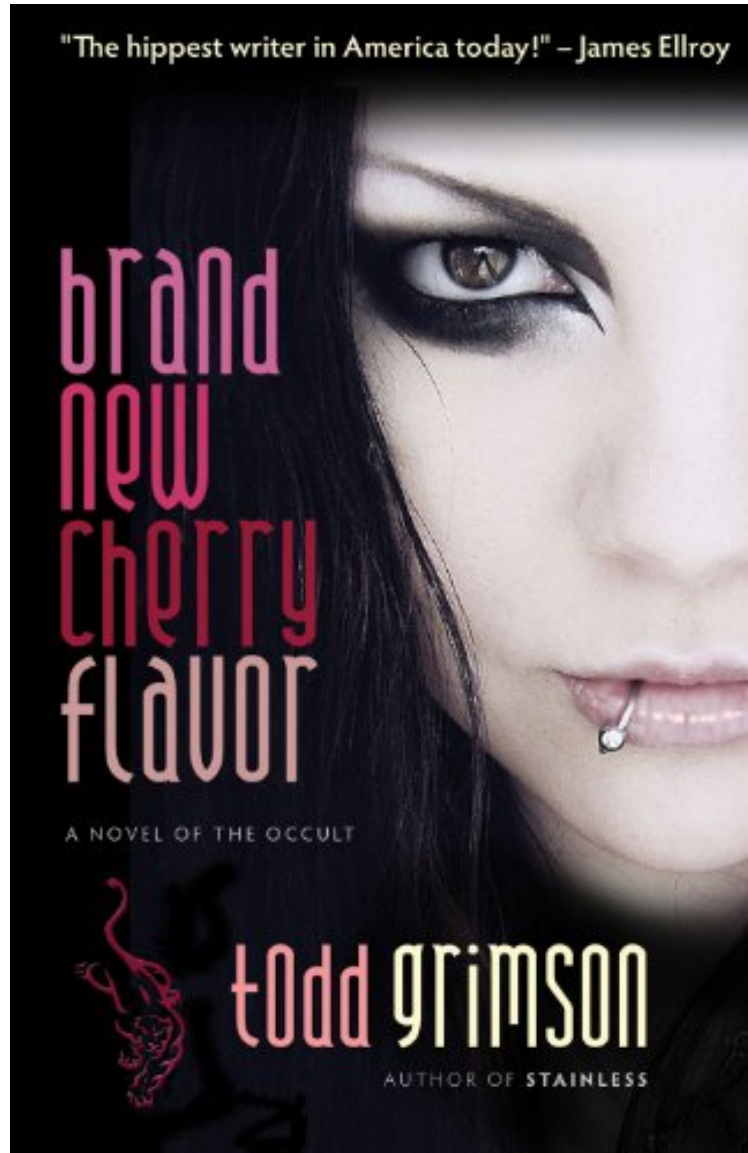


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Brand New Cherry Flavor: A Novel of the Occult

Todd Grimson

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Todd Grimson : Brand New Cherry Flavor: A Novel of the Occult before purchasing it in order to gage whether or not it would be worth my time, and all praised Brand New Cherry Flavor: A Novel of the Occult:

1 of 1 people found the following review helpful. Dark, dirty horror. And film. By Cliff I think I almost figured out why this book has its title! Maybe you will too? Along the way you will find yourself pulled along by writing that is dark and dirty, like a kiss you shouldn't be having. You may find yourself mentally casting actual Hollywood figures in the roles of characters in the book. If you are unlucky you will be reminded of people you used to date that you probably

don't speak highly of. You will likely, by the fifth act, wonder why there is a fifth act. And I think the answer to that relates to the title. 0 of 0 people found the following review helpful. Not so much bold as unpleasant
By Monster AliceBrand New Cherry Flavor is primarily about the movie industry, so you might like it if you are interested in Hollywood. Otherwise it's just an ugly story of a woman willing to do anything to succeed, with some zombies thrown in to help sales. I read the whole thing, so it's not unreadable, but it could have used a lot more occult and a lot less professional betrayal. 3 of 4 people found the following review helpful. Amazing novel
By JAThis novel came out of nowhere for me. I expected a short, punchy, satirical comedy-horror novel, and I got an epic. I couldn't believe how gripping it was, and I have no idea what the reviewer below is talking about when he calls it boring. How could you possibly be bored by this? It's not written in a deadpan style, it's dense, lurid, and descriptive, rich with interior monologue, packed with sex and craziness and horror. And those zombies, man--seriously terrifying. I also had no idea what was going to happen--the plot is entirely unpredictable. At one point a character shows up who I thought would be a major character for the rest of novel--and almost immediately gets his head cut off and eaten by zombies. Minor figures who appear in the background become major, crucial players. No one is safe, everyone is important. And remember there's always a price.

In the world of Hollywood's panderers, philanderers, has-beens, and sycophants, aspiring screenwriter and director Lisa Nova considers herself a rising star who can transcend the lies, cheating, and hypocrisy for the sake of her art. When she is coldly betrayed by one leering producer too many, she turns to Boro, the enigmatic leader of a local biker gang, to exact vengeance—and she gets more than she bargained for. It begins with the strange tattoos that appear overnight on her skin like stigmata, followed by the hallucinations of ancient cults of the undead. Lisa soon finds herself contending with white jaguars and cannibalistic demons rising from the grave, and the lines between dreams and reality quickly dissolve in this surreal and exhilarating blend of satire and the macabre.

.com "She wanted to seduce and subvert, jab a needle so irresistibly that they didn't even realize their illusions were being pricked, inflatable dolls collapsing into sad rubber husks." Lisa Nova, a sensual Nastassja Kinski lookalike, once played a naked victim in a splatter movie, but at 26 she's a hungry iconoclastic filmmaker who gets screwed out of an important directing job. She turns to a witch doctor for revenge, and soon bizarre tattoos appear on her body. The magic she impulsively invokes turns out to be more than a specific spell against her nemesis: it's a cascading rearrangement in the forces active around Lisa herself. Todd Grimson's achievement in this unpredictable horror novel is that Lisa's world is not just California flashy, but is believably complex, with all the entanglements of a rich life. From Publishers Weekly Supernatural curses, blood sacrifices and zombie factotums are unobtrusive aspects of the lifestyles of the rich and famous in this gleeful swipe at the dark underbelly of Hollywood. Using the basic elements of the how-to-succeed-in-business story, Grimson (Stainless) builds, in his hardcover debut, a bonfire of the vanities for the celluloid set that ignites when director wannabe Lisa Nova seeks revenge on a deceitful studio v-p who denies her the assistant director's spot she slept with him to get. Through her network of low-life friends, Lisa contacts Boro, an exotic mystic and hit man. When Boro's rituals prove lethally effective, Lisa realizes that she has stepped in deep voodoo. She sprouts tattoos that mark her as Boro's pawn; and, when she channels the same dark forces he has harnessed, she finds the power she needs to earn the respect of her colleagues. Lisa's adventures bring her into contact with a flock of dreamers, con men and opportunists, all dependent for their existence on the outrageousness sanctioned in the name of the avant garde. Grimson animates them convincingly, and elaborates their world with such authority that it seems perfectly reasonable that a cosmetically enhanced starlet, a world-renowned botanist, a director of splatter films, a troupe of airhead punk musicians and a shaman empowered by a magic jaguar skin might run in the same circles. Droll without ever being boring, perfectly poised on the edge that separates humor from horror, this novel furthers Grimson's reputation as one of the more inventive new writers probing the dark side of contemporary America. Copyright 1996 Reed Business Information, Inc. From Library Journal When aspiring director Lisa seeks revenge against a lecherous boss who dumped her, her fortunes rise, but she dreads the consequences of having consorted with a fearful ian shaman and his posse of zombies to get what she wanted. Soon she embarks on a perilous journey through decadent, pill-popping Hollywood, encountering directors, producers, movie celebrities, and rock stars as well as an underworld of murders, monstrous acts, magical tattoos, and jaguars. The result at times parodies the horror/fantasy genre. Full of hard rock and hardcore people, the slick narrative remains an impenetrable surface. The book is packed with images reminiscent of Lewis Carroll and Oscar Wilde. But they fail to add depth to a story that never coheres, and the characters—even Lisa—remain flat and unsympathetic. Grimson shows much talent, but this does not compare well with his previous work, Stainless (LJ 12/95). Not recommended. ?Michelle Foyt, Berlin-Peck Memorial Lib., Glastonbury, Conn. Copyright 1996 Reed Business Information, Inc.