



Food & Beverage commercial scripts

30 practice scripts from VO Journey Academy. Free to record, free to use in your reel. Download the PDF to mark up in the booth, or print it straight from here.

Beach Day

Drinks, soft drink · Young adult (18-25) · Neutral American · 15 seconds

Sun's out. Sand's hot. And you are seriously thirsty.

Crack open an ice-cold Sundial Cola. Crisp, bubbly, and cold enough to make you forget the sunburn, at least for a minute.

Sundial Cola. Summer, in a can.

Movie Night

Snacks · Adult (25-40) · Neutral American · 30 seconds

Movie night rules. One: whoever picks the movie does not get to complain about the movie. Two: nobody talks during the good part. Three: somebody brings the Hilltop Kettle Chips.

Thick-cut, kettle-cooked, and loud enough to hear over the explosions. Classic Sea Salt, Smoky Chipotle, or Honey Barbecue.

And please, do not be the one who finishes the bag before the opening credits.

Hilltop Kettle Chips. Pass the bag.

The First Cup

Coffee · Adult (30-45) · Neutral American · 30 seconds

There is a quiet ten minutes before the house wakes up. The window is still gray. The kettle clicks off. And the whole kitchen smells like Ember and Oak.

Our beans are roasted in small batches, dark and chocolatey or bright and fruity, whatever your morning calls for.

Take a moment. Take a sip. The day can wait a minute.

Ember and Oak Coffee. Your first cup, done right.

Summer Menu

Fast food · Adult (25-40) · Neutral American · 30 seconds

Summer just got a whole lot tastier at Highnoon Burger!

Sink your teeth into the new Smoky Bacon Stack, a flame-grilled patty with crispy bacon, sharp cheddar and our smoky house sauce.

Then cool off with the Banana Split Swirl. Soft serve, banana, strawberry, hot fudge and crunchy chocolate pieces.

Skip the line and order ahead in the Highnoon app.

The Summer Menu, for a limited time. Highnoon Burger. Come hungry.

The Cheese Drawer

Grocery brand · Adult (30-45) · Neutral American · 30 seconds

Every fridge has a cheese drawer, and every cheese drawer tells a story.

The cheddar for grilled cheese night. The pepper jack for game day nachos. The shredded mozzarella your kids sprinkle on everything, including, somehow, the dog.

Hollins Creek Creamery cheese is rich, creamy, and made the slow way, by families who have been doing it for generations.

Find us in the dairy aisle, or visit our website for a store near you.

Hollins Creek Creamery. Fill the drawer.

Summer Edition

Drinks, energy drink · Young adult (18-25) · Neutral American · 15 seconds

New Zephyr Charge Summer Edition. Passionfruit and elderflower.

Ice cold, bright and bubbly, built for long days that turn into longer nights.

It's only here for the season, so grab one before summer's gone.

Zephyr Charge. Summer Edition.

Good Dogs Only

Snacks, pet treats · Adult (25-40) · Neutral American · 30 seconds

You have ice cream. Your dog has watched you have ice cream. Many, many times.

Now it is their turn.

Waggle Scoops are frozen treats made just for dogs, in peanut butter, pumpkin, and banana. Pop one out of the freezer, set it down, and enjoy the happiest thirty seconds of your dog's week.

Find Waggle Scoops in the freezer aisle, right next to the human stuff.

Waggle Scoops. Because they have been very good.

Nothing Added

Drinks, water · Adult (30-45) · Neutral British · 30 seconds

High on the moors, the rain falls, and then it waits.

For years, it filters slowly down through layers of rock, until it rises again at a single spring in the valley below.

That is where we bottle Aldermoor. Cool, clear, and softly refreshing, with nothing added and nothing taken away.

Some things are best left exactly as they are.

Aldermoor Spring Water. Left as it is.

Five Minutes for You

Grocery brand, cereal · Adult (30-45) · Neutral American · 30 seconds

Your morning is packed. Lunches, laptops, lost shoes, one missing car key, and a meeting that started without you.

So give yourself five minutes. Pour a bowl of Goldfield Flakes. Light, crispy toasted flakes made with whole grains, real strawberries and a light honey crunch.

Sit down. Actually sit down. Crunch.

That little moment? That one is yours, and nobody else's.

Goldfield Flakes. Five minutes, just for you.

The Grove

Drinks, juice · Mature (55+) · Southern US · 60 seconds

My granddaddy planted the first rows of this grove with his own two hands. He used to say an orange should taste like the sun it grew in, or it had no business leaving the farm.

We still believe that at Grovehouse.

Our oranges ripen on the tree, not in the back of a truck. When they are ready, we pick them, we squeeze them, and we get them bottled and on their way, fast. No shortcuts. Nothing added. Just orange juice that tastes like somebody cared.

Pulp or no pulp? We don't judge. We make both.

So tomorrow morning, pour yourself a tall, cold glass. Take that first sip, close your eyes, and see if you can't taste a little bit of sunshine.

My granddaddy would be proud of that glass. I know I am.

Grovehouse Orange Juice. From our grove to your glass.

Two A.M.

Fast food, late night · Young adult (18-25) · Neutral American · 30 seconds

It's two a.m. You have made some choices tonight. Some good. Some we won't talk about.

But this next choice? This one's easy.

Night Owl Tacos is open until four. Crunchy tacos, loaded nachos, and a burrito the size of your forearm, all hot, all cheap, all waiting at the drive-thru window.

We don't ask questions. We just ask if you want extra cheese.

You do.

Night Owl Tacos. Open late. No judgment.

Hear That Crunch

Fast food · Adult (25-40) · Neutral American · 15 seconds

Listen. Hear that? That's the crunch of the brand-new Firecracker Chicken Sandwich at Cluckworth's.

Crispy, spicy, a little sweet, and piled high on a buttery toasted bun.

Cluckworth's. Come get your crunch on.

The Usual

Coffee, local cafe, duet · Any · Neutral American · 60 seconds

Cast: JO ALBRIGHT

JO Morning, Mr. Albright. The usual?

ALBRIGHT Actually, Jo, I've been thinking. About my order.

JO Uh oh.

ALBRIGHT Eleven years I've been coming into Copper Pot Café. Eleven years of a medium drip, black, and a plain croissant.

JO A classic.

ALBRIGHT A rut. I'd like to try something new.

JO Okay! We've got the maple oat latte, the cardamom cold brew, the honey lavender—

ALBRIGHT Let's not go crazy.

JO A little cinnamon on top of your drip?

ALBRIGHT ...Now you're talking.

JO And the croissant?

ALBRIGHT Almond. No. Chocolate. No. Almond.

JO I'll warm up both.

ALBRIGHT Both? Jo, I can't eat two croissants.

JO You've said that before. Every single time.

ALBRIGHT You are a good person, Jo.

JO I know. Copper Pot Café, on Bridge Street. Locally roasted coffee and fresh-baked pastries every single morning.

ALBRIGHT And the best seat by the window. Which is mine.

JO Which is his.

Going Places

Coffee, cold brew · Adult (25-40) · Neutral American · 15 seconds

Slow-steeped for a full day. Smooth, bold, and never bitter.

Northbound Cold Brew, in a can you can take anywhere. The trail. The commute. The meeting that should have been an email.

Northbound. Cold brew, going places.

Every Bag Is a Party

Snacks · Adult (25-40) · Neutral American · 30 seconds

Pop. Pop pop. Pop pop pop pop pop.

That's the sound of Kernel Kettle Popcorn, small-batch kettle corn that tastes like the county fair, right in your kitchen.

Sweet and salty. Crunchy and light. Made with real butter, real sugar, and a pinch of sea salt.

Bring it to game night, movie night, or the car ride that is somehow taking forever.

Kernel Kettle Popcorn. Every bag is a party. Pop.

Mile Six

Snacks, bars · Adult (25-40) · Neutral American · 30 seconds

Mile six. Your legs are burning, the water bottle is half empty, and the summit is still a long way up.

Time for a Ridgeway Trail Bar.

Oats, honey, roasted almonds and dark chocolate, pressed into a chewy bar that fits in any pocket and won't crumble in the bottom of your pack.

Peanut Butter Crunch. Cranberry Almond. Salted Caramel Cashew.

Ridgeway Trail Bars. Real food for the long way up.

The Soda Fountain

Drinks, soft drink · Mature (55+) · Neutral American · 60 seconds

When I was a kid, there was a soda fountain on the corner of Main and Maple. Red stools that spun. A jukebox that only took quarters. And a man named Mr. Hale, who made the best root beer float in the whole wide world.

He'd pull the tap, and that foam would climb right up over the rim of the glass, and he'd wink and say, patience, son. Let it settle.

That soda fountain has been gone a long time now. But every time I open a Barrel and Birch Root Beer, I'm right back on that stool.

It's brewed the old-fashioned way, with real cane sugar, birch bark and a hint of vanilla. Creamy foam. Big, bold bite.

So tonight, pour it over a scoop of vanilla ice cream. Wait for the foam.

Patience. Let it settle.

Barrel and Birch Root Beer. Worth the wait.

Hot Arvo

Drinks, soft drink · Young adult (18-25) · Australian · 30 seconds

It's a stinker of an afternoon. The cricket's on, the sprinkler's going, and somebody's brought a pavlova that's already starting to lean.

Time to crack open a Lemon Lark.

Real squeezed lemons, a little bit of sugar, and bubbles that tickle your nose on the way down. Classic, Passionfruit or Ginger.

Pop the lid. Hear the fizz. Feel the whole arvo cool right down.

Lemon Lark Sparkling Lemonade. Sunshine, with a fizz.

It's Just Water

Drinks, water · Adult (30-45) · Neutral American · 15 seconds

This is Brightwell Sparkling Water. It has bubbles. It has a hint of lime. It has zero sugar.

That's it. That's the ad.

Brightwell. Honestly, it's just really good water. You should try some.

Blast Off Breakfast

Grocery brand, cereal · Adult (25-40) · Neutral American · 30 seconds

Three. Two. One. Blast off!

Cosmo Crunch is here! The out-of-this-world cereal with crunchy rocket-shaped oat pieces and marshmallow moons in six galactic colors!

Pour on the milk and watch the moons float to the top. Then hunt for the secret comet shape hidden in every box!

Cosmo Crunch. Part of a balanced breakfast, and totally out of this world!

Ask a grown-up to find it in the cereal aisle!

Sunday at Nonna Rosa's

Restaurant (local) · Mature (55+) · Neutral American · 60 seconds

When I opened Nonna Rosa's, people asked me why I'd name the restaurant after my grandmother instead of myself.

Easy. Every recipe on our menu is hers.

The Sunday gravy that simmers for six hours. The meatballs we roll by hand every morning. The lasagna with so many layers my son once tried to count them and gave up. And the tiramisu she made me promise never to write down. I didn't. I know it by heart.

Here in Fairhaven, we've been feeding families for twenty years. First dates. Graduations. Wakes, even. Big tables, loud laughter, and nobody leaves hungry. That's the rule.

Come see us this Sunday for Family Night, when kids eat free with every adult entrée.

Nonna Rosa's Trattoria, on Harbor Street in Fairhaven. Come hungry. Mangia. And honey, eat something. You look thin.

Low and Slow

Restaurant (local), barbecue · Adult (40-55) · Southern US · 60 seconds

Folks, I'm Pete, and I'll tell you something about barbecue that nobody wants to hear.

You can't rush it.

Every night, long after the last customer goes home, I'm out back loading the smoker with hickory. Brisket goes in at midnight. Pork shoulder right after. And then we wait. Fourteen hours. No shortcuts. Just wood, fire, and patience.

By lunchtime, that brisket's got a bark on it you could frame, and it pulls apart if you look at it funny.

We serve it up with collard greens, mac and cheese, jalapeño cornbread, and my mama's sweet tea, which is sweeter than it needs to be, and I will not apologize.

Smokestack Pete's BBQ, out on Highway Twelve, just past the water tower. Open Wednesday through Sunday until we sell out. And we do sell out.

Come hungry. Leave happy.

Friday Night Chippy

Restaurant (local), fish and chips · Adult (40–55) · Northern English · 30 seconds

Friday night. The rain's coming in sideways off the harbour, and there's only one thing for it.

The Salty Gull.

Fresh cod and haddock in our golden batter, chunky chips cooked twice, mushy peas, and a proper pickled onion if you're feeling brave.

Eat in by the window, or take it down to the sea wall wrapped in paper, the way it should be.

The Salty Gull, on Quay Street. Fried fresh. Served hot. Mind the gulls.

All Day Breakfast

Restaurant (local), duet · Adult (30–45) · Neutral American · 30 seconds

Cast: **SERVER** **CUSTOMER**

SERVER Morning, hon. Welcome to Sunny Side Diner. Coffee?

CUSTOMER Please. And, um, what's good?

SERVER Everything. But the lemon ricotta pancakes are why people drive in from three towns over.

CUSTOMER Okay. And the breakfast burrito?

SERVER Size of a football.

CUSTOMER And the biscuits and gravy?

SERVER You want to try all of it, don't you?

CUSTOMER ...Is that allowed?

SERVER Hon, it's Sunny Side. All-day breakfast, bottomless coffee, on Maple Avenue.

Built by Hand

Drinks, craft beer · Adult (40-55) · Neutral American · 60 seconds

There's an old limestone quarry at the edge of town. For a hundred years, men cut stone out of it by hand, one block at a time.

When we opened our brewery in the old quarry office, we figured we'd honor them the only way we knew. By doing things the hard way.

At Cutstone Brewing Company, every batch is brewed in small runs, with local barley, whole-cone hops, and water drawn from the same limestone ground those men worked.

Try Cutter's Lager, crisp and clean. Blockhouse Amber, toasty with a touch of caramel. Or our seasonal Lantern Stout, rich with roasted coffee and dark chocolate.

Visit the taproom on weekends. Take the tour, meet the people who make it, and see where it all began.

Cutstone Brewing Company. Built by hand.

Please enjoy responsibly. Must be twenty-one or older.

Drizzle It on Everything

Grocery brand · Adult (25-40) · Neutral American · 30 seconds

Pizza? Drizzle it. Fried chicken? Drizzle it. Biscuits, cheese boards, roasted carrots, vanilla ice cream? Drizzle, drizzle, drizzle, and yes, trust me, drizzle.

Hivefire Hot Honey is pure wildflower honey infused with real chili peppers. Sweet first. Then a little kick. Then you go back for more.

Find it next to the regular honey, looking a whole lot more interesting.

Hivefire Hot Honey. Sweet, with a sting.

The Skeptic

Grocery brand, plant-based · Mature (55+) · Neutral American · 30 seconds

I'm a meat guy. Always have been. So when my daughter put a Rootwell Plant Burger on my grill, I had some things to say.

Then I ate it.

It sizzles. It gets a good char. It's juicy. With cheese, pickles and a toasted bun, I honestly could not tell you what I was missing.

I'm still a meat guy. I'm just a meat guy who's had three of these.

Rootwell Plant Burgers. Made from plants. Made for the grill.

Froth

Drinks, plant-based · Young adult (18-25) · Neutral American · 15 seconds

Creamy enough for your latte. Smooth enough for your cereal. And it steams into a froth your barista would be proud of.

Hollow Oak Oat Milk. Made from oats, and not much else.

Try it in your coffee tomorrow.

Dinner, Decided

Delivery app, duet · Young adult (18-25) · Neutral American · 60 seconds

Cast: MAYA THEO

MAYA Okay. What do you want for dinner?

THEO I don't care. Whatever you want.

MAYA Thai?

THEO Had Thai yesterday. And the day before.

MAYA Pizza?

THEO Feels heavy. I have a thing tomorrow.

MAYA Sushi?

THEO It's a Tuesday.

MAYA What does that have to do with... okay. You know what? Forget it. I'm opening Forkfly.

THEO What's Forkfly?

MAYA All your favorite local restaurants, in one app. Tacos, curry, burgers, ramen, that Greek place you pretend you don't love. You watch your order get made, you track the driver right to the door, and it shows up while it's still hot.

THEO All of them?

MAYA All of them. Now pick.

THEO Okay. Hmm. Ramen. No. Tacos. Wait, can I get ramen and tacos?

MAYA From two places? Yes.

THEO ...Is that a thing people do?

MAYA It is now. Forkfly. Dinner, decided.

THEO I'm adding the Greek place.

MAYA Of course you are.

Friday Night Hero

Grocery brand, frozen pizza · Adult (40-55) · Neutral American · 60 seconds

Every Friday, the same thing happens at our house. Five o'clock rolls around. Everybody's tired. The kids are hungry. And somebody asks the question.

What's for dinner?

In the old days, that was when the arguing started. Now, I just walk over to the freezer, very calmly, and take out a Brickline Stone-Baked Pizza.

Thin, crispy crust, baked on real stone. A tangy tomato sauce. Loads of mozzarella that stretches when you pull a slice, so the kids can do that thing where they hold it up in the air.

Twelve minutes in the oven. That's all. The house smells like a pizzeria, the table fills up, and for about half an hour, nobody fights about anything.

My wife calls me the Friday Night Hero. The kids call me the pizza guy. I'll take either one.

Brickline Stone-Baked Pizza. In the freezer aisle. Friday, sorted.

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