Food & Beverage commercial scripts

60 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.

Before the Meeting

Mints · Adult (25-40) · Neutral American · 15 seconds

Lunch was garlic knots. The meeting is in four minutes. And you're presenting.

Glacierleaf Mints. Cool, clean, and strong enough for whatever you had for lunch.

Glacierleaf. Go get 'em.

One Drop

Hot sauce · Young adult (18-25) · Neutral American · 15 seconds

One drop. That's all it takes.

[beat, a small cough]

Okay. Maybe half a drop.

Scorchwood Hot Sauce. Smoked habanero, roasted garlic and a slow burn that sneaks up on you. Shake responsibly.

Three Minutes

Grocery brand, instant noodles · Young adult (18-25) · Neutral American · 15 seconds

It's midnight. The essay is due at nine. You need something warm.

Brothwell Noodles. Real broth, springy noodles, ready in three minutes.

Miso, chili garlic or chicken. Back to the essay.

Porch Swing

Drinks, iced tea · Mature (55+) · Southern US · 15 seconds

Ninety-five in the shade, and the porch swing's calling.

Sweetgrass Iced Tea. Brewed slow, sweetened just right, and cold as the creek.

Pour a glass and sit a spell.

Spoon Down

Grocery brand, yogurt · Adult (30-45) · Neutral American · 15 seconds

The kids found the cookies. They found the chips. They will never find this.

Cloudhill Greek Yogurt. Thick, creamy, real honey on the bottom.

I keep it behind the broccoli.

Drip Down Your Arm

Frozen treats, fruit bars · Adult (25-40) · Neutral American · 15 seconds

Sprinklers on. Bare feet. Something cold dripping down your arm.

Chillpatch Fruit Bars. Real fruit, frozen fast, no colors added. Strawberry, mango, watermelon.

Summer on a stick.

Saturday Stack

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

I can't cook. Everybody in my house knows it. The smoke alarm knows it.

But every Saturday, I make pancakes. And for about twenty minutes, I'm a hero.

Griddlebrook Pancake Mix. Just add milk and an egg. Fluffy every single time, even when I get distracted by the cartoons.

[SFX: a sizzle]

And here comes the flip.

[beat]

Perfect.

My daughter gives it a nine out of ten. She's a tough judge.

Griddlebrook. Weekend hero, no skills required.

A Proper Cup

Drinks, tea · Mature (55+) · Neutral British · 30 seconds

There are rules for a proper cup of tea.

Fresh water. A warm pot. Four minutes, not three. And milk after, never before. Not in this house.

Wrenfield Tea has been blended in the same Yorkshire mill since eighteen ninety. Strong enough for a builder, smooth enough for your mother-in-law.

Loose leaf or bags. I won't tell anyone which.

The kettle's on. Sit down. You look like you need it.

Wrenfield. Make it properly.

Game Day Dip

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

It's game day. The couch is full, the TV's loud, and somebody just finished the salsa. Again.

Good thing there's another jar of Sol Verde.

Chunky, fresh, and made in small batches with roasted tomatoes, sweet onion and real lime. Mild, medium, or fire-roasted hot, if you can handle it.

It's even better than the game.

Well. Depends on the score.

Sol Verde Salsa. Grab the chips.

Orchard Fizz

Drinks, sparkling apple juice · Adult (30-45) · Neutral American · 30 seconds

[SFX: a cork pops]

That's the sound of the harvest.

Bramblecroft sparkling apple juice. Pressed from orchard apples, picked by hand in September on our family farm, with nothing added but the bubbles.

It's crisp and golden, with a little tartness at the end, like biting into the first apple off the tree.

Pour it for Thanksgiving tables, birthday toasts, or a plain old Tuesday that needs a little lift.

Bramblecroft. Pour something bright.

Straight from the Jar

Grocery brand, peanut butter · Young adult (18-25) · Neutral American · 30 seconds

Some people put peanut butter on toast. Some people put it on apples.

Me? I just get a spoon.

Don't look at me like that.

Goldnut Peanut Butter. Roasted peanuts, a pinch of salt, and that's it. Smooth or extra crunchy.

It's good on toast. It's good on apples. It's very good on a spoon at eleven at night.

Goldnut. Go on. Get a spoon.

The Heel of the Loaf

Grocery brand, bread · Mature (55+) · Neutral American · 30 seconds

In our house, nobody wanted the heel of the loaf. Except me. I always took it.

My wife called it my one sacrifice.

I like Farrow Mill Bread. Stone-ground wheat, a crust with some chew to it, and it holds up to a proper sandwich.

Fifty-four years married. She still gives me the heels. I still say thank you.

Farrow Mill Bread. Every slice is a good one.

Broth Since Five A.M.

Restaurant (local), ramen · Adult (25-40) · Neutral American · 30 seconds

At five a.m., the pots go on.

Pork bones, chicken, kombu and ginger, simmered for eighteen hours until the broth turns rich and cloudy.

Noodles made fresh here, every morning. A soft egg, marinated overnight. Chashu pork, torched at the counter.

It takes all day to make. It takes ten minutes to eat.

Kiyomi Ramen House, on Larch Street in Fairmont. Open for lunch and dinner, closed when the broth runs out.

Just One Spoonful

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

I'll just have one spoonful.

One. Okay, that one was small. Two. Three, because it had a big chunk of brownie in it, and you can't waste a brownie.

Moonbarrow Ice Cream. Slow-churned, with real cream and big pieces of everything in every bite. Salted caramel, cookie dough and double fudge brownie.

Four. Five.

[beat]

The carton's empty.

Moonbarrow. Next time, get two cartons.

Halftime

Drinks, sports drink · Young adult (18-25) · Neutral American · 30 seconds

Down by two. Halftime. Legs heavy. Coach is already talking, and you haven't heard a word.

Grab a Quenchline.

Cold, light, and not too sweet. Lemon lime, berry or orange. With electrolytes to help you rehydrate after a hard first half, and it doesn't sit heavy in your stomach when you're running again.

Look around. The whole bench is drinking one.

Second half starts in four minutes.

[beat]

Let's go.

Quenchline. Drink up. Get back out there.

Big Dill

Grocery brand, pickles · Adult (40-55) · Southern US · 30 seconds

My mama said a pickle should snap so loud the neighbors hear it.

[SFX: a big crunch]

That's a Crockett and Vine.

Cucumbers picked young, packed in brine with fresh dill and garlic, and left to sit just long enough. Never soggy. Never sad.

Classic dill, spicy, or bread and butter. Same recipe since my grandmother wrote it on a feed-store calendar.

Crockett and Vine Pickles. You'll hear the difference.

Twelve Minutes to Dumplings

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

Tuesday. Long day. Nobody wants to cook.

Paper Moon Dumplings go straight from the freezer to the pan. Twelve minutes, a splash of water, and the bottoms go golden and crispy.

[SFX: sizzle]

Pork and chive. Chicken and ginger. Vegetable and shiitake.

Dip them in soy and chili oil, pile them on a plate, and tell everyone you made them.

Paper Moon. Twelve minutes to dinner.

Pie at the Footy

Snacks, meat pies · Adult (40-55) · Australian · 30 seconds

It's freezing. Our team's down by three goals. And I'm happy.

Because I've got a Gumleaf pie.

Flaky pastry. Big chunks of slow-cooked beef in rich gravy. Hot all the way through. I always burn my tongue on the first bite. Every single time.

Worth it.

Gumleaf Pie Co. In the freezer at your local, or hot at the ground.

Go the Gumleaf.

The Tin at Granny's

Snacks, shortbread · Mature (55+) · Scottish · 30 seconds

There was always a tartan tin on my granny's kitchen shelf. And we always knew what was inside.

Glenbrae Shortbread. Made with real butter, a bit of sugar and a lot of patience, the way Scottish bakers have done it for generations.

Crumbly, rich and gone far too quickly.

I keep a tin on my shelf now. My grandchildren know exactly where.

Glenbrae. Something worth sharing.

Wrapped by Six

Fast food, breakfast · Adult (30-45) · Neutral American · 30 seconds

Five fifty-nine a.m. You're up. You're dressed. You're mostly awake.

Daybreak Burritos opens at six, and the grill is already hot.

Scrambled eggs, potatoes, cheese and green chile, wrapped up tight in a warm flour tortilla. Add bacon or chorizo for a dollar more.

Grab one at the drive-through and eat it before your first meeting.

Or in the car park. We won't tell.

Daybreak Burritos. Breakfast, handled.

The Orange One

Grocery brand, mac and cheese · Adult (30-45) · Neutral American · 30 seconds

I made homemade lasagna. They pushed it around the plate.

I made a nice chicken stir-fry. 'What are these green things?'

So I made Cheddarbug Mac. Real cheddar cheese. Little bug-shaped noodles. Ready in eight minutes.

They ate the whole pot. They scraped the pot.

Now every night, my youngest asks, 'Can we have the orange one?'

Fine. You win.

Cheddarbug Mac. Dinner, approved.

Ten O'Clock Square

Snacks, chocolate · Adult (30-45) · Neutral American · 30 seconds

Ten o'clock. The dishes are done. The house is finally quiet.

One square. That's the rule.

Dunmore Dark Chocolate. Seventy percent cacao, a little sea salt, and a snap you can hear across the room.

It melts slow on your tongue. It's not too sweet. It tastes like something grown-ups are allowed to have.

No sharing. The kids think it's coffee flavor, and you're not correcting them.

And tonight, you might have two.

Dunmore. Your ten o'clock.

Up Before the Cows

Drinks, milk, family farm · Adult (25-40) · Neutral American · 60 seconds

I'm Abby Haversham. My great-grandfather started milking cows on this farm in nineteen thirty-one.

Last spring, my dad handed me the keys.

Well. He handed me the keys, and then he showed up every morning anyway, to make sure I was doing it right.

We've got a hundred and twenty cows. They all have names. Mostly flowers, because my little sister named them.

Our milk goes from the barn to the bottle in under a day. We don't ship it across the country. We don't mix it with milk from anywhere else. It's just our cows, our farm, and the glass bottle on your doorstep.

Whole, two percent, and chocolate, which is a little bit dangerous.

You can find us at farmers' markets across the valley, or get it delivered every Tuesday and Friday.

And if you ever drive by the farm, wave. Dad will be out there. Probably telling me what I'm doing wrong.

Haversham Farm Milk. Four generations, one glass at a time.

The Sunday Sauce Debate

Grocery brand, pasta sauce, duet · Adult (30-45) · Neutral American · 60 seconds

Cast: FRANKIE GINA

FRANKIE You put sugar in the sauce.

GINA A pinch. A pinch of sugar.

FRANKIE Nonna never put sugar in the sauce.

GINA Nonna absolutely put sugar in the sauce. She just did it when you weren't looking.

FRANKIE I was always looking.

GINA You were eight. You were looking at the meatballs.

FRANKIE Fine. But she cooked it for six hours.

GINA Frankie, I work. I have three kids. I do not have six hours.

FRANKIE So what's this, then?

GINA Vescovi Sauce. San Marzano-style tomatoes, olive oil, garlic and fresh basil. Slow-cooked, so I don't have to.

FRANKIE [tastes] Huh.

GINA Huh?

FRANKIE That's... actually really good.

GINA I know.

FRANKIE Does it have sugar in it?

GINA You'll never know.

FRANKIE Vescovi Sauce.

GINA Sunday dinner, any night of the week.

FRANKIE I still say Nonna didn't use sugar.

GINA Eat your pasta, Frankie.

Cook-Off Champion

Grocery brand, canned chili · Adult (40-55) · Southern US · 60 seconds

I've won the Calder Flats Chili Cook-Off four years running.

Four. My trophy shelf is bending.

People ask me, 'Hank, what's the secret?' And I say, there's no secret. There's just time. Brisket, browned in batches. Dried chiles, toasted and ground by hand. And a long, slow simmer, all night if it needs it.

That's for the cook-off.

[beat]

Now. On a Tuesday, when I get home late and I'm hungry?

I open a can of Ironpot Chili.

I know. I know.

But it's got real chunks of beef, three kinds of beans, and a slow-burn heat that builds just right. It tastes like somebody stood over a pot for hours. And somebody did, just not me.

Put it over rice, on a baked potato, or straight from the bowl with a handful of crackers.

So don't tell the judges. They think I simmer every night.

Ironpot Chili. Cook-off flavor, weeknight easy.

The Truck on Fourth Street

Restaurant (local), food truck · Adult (30-45) · Neutral American · 60 seconds

Hi, I'm Danny Park, and that's my truck. The one with the line.

Seoulside Grill started with my mom's bulgogi recipe and a used food truck with a dent in the side. Still has the dent. We kept it for luck.

Every morning, we marinate the beef in soy, garlic, pear and sesame. Every afternoon, it goes on a hot grill till the edges get crispy.

Then we load it into a warm tortilla with kimchi slaw, scallions and a spicy-sweet sauce my mom still won't tell me the recipe for.

We do rice bowls too. And kimchi fries, which, honestly, are dangerous.

Here's where to find us. Monday to Thursday, lunch on Fourth Street by the courthouse. Friday nights, at the Riverside Brewery parking lot. And Saturdays, at the Eastgate farmers' market.

Follow the line. It's worth the wait.

Seoulside Grill. Korean barbecue, on wheels.

Granola, Slowly

Grocery brand, granola · Adult (30-45) · Neutral American · 60 seconds

I make granola the slow way.

Rolled oats, tossed by hand with honey and a little olive oil. Then into the oven, low and slow, for almost an hour.

Every fifteen minutes, I open the door and stir it. My kitchen smells like toasted oats and cinnamon all day. The neighbors come by just to stand in the doorway.

When it comes out, it cools on the tray until it snaps into big, crunchy clusters. That's the part I love. You can't rush the clusters.

Then we add the good stuff. Toasted almonds and pumpkin seeds. Dried cherries. A bit of sea salt.

At Hollowtree, every bag is mixed in small batches, in a little bakery behind our house in Larkfield.

Try the Honey Almond. The Maple Pecan. Or the Dark Chocolate Cherry, which is not technically a breakfast, but nobody's checking.

Sprinkle it on yogurt, or eat it by the handful at the counter.

Hollowtree Granola. Made slowly, so you can take your time.

Seventy-Two Layers

Restaurant (local), bakery · Adult (40-55) · Neutral American · 60 seconds

A good croissant has seventy-two layers of butter. I've counted.

At Brightloaf Bakery, we start the dough the night before. In the morning, we fold in a slab of cold butter, roll it out, and fold it again. And again. And again.

Every fold doubles the layers. It takes two days from start to finish.

When it comes out of the oven, the outside shatters when you bite it. Flakes everywhere. On your shirt. On the table. On the floor.

And then there's that sound.

[SFX: a crisp, flaky crunch]

Inside, it's soft, and warm, and pulls apart in long ribbons.

We bake plain, almond and chocolate croissants every morning, plus a different seasonal pastry every month. This month, it's pear and cardamom.

They're out of the oven at seven, and usually gone by ten.

Brightloaf Bakery, on Cobble Lane in Westmere. Bring a napkin. Bring two.

Lunchbox Negotiations

Snacks, crackers, duet · Adult (30-45) · Neutral American · 60 seconds

Cast: MOM RILEY

MOM Okay. Lunch. You've got a turkey sandwich, carrot sticks and an apple.

RILEY I'll take the sandwich. I'll trade you the carrots.

MOM For what?

RILEY Crumbbuddies.

MOM Riley, it's not a trade. It's lunch.

RILEY Everything's a trade, Mom.

MOM Fine. What's your offer?

RILEY Crumbbuddies Crackers, the cheddar ones, and I eat the apple.

MOM The whole apple.

RILEY Most of the apple.

MOM Seventy percent of the apple.

RILEY Sixty.

MOM Deal. Who taught you this?

beat

MOM Crumbbuddies Crackers are baked with real cheddar and whole grains, and they come in little packs that fit in any lunchbox. No artificial colors. No artificial flavors.

RILEY And they're shaped like animals.

MOM And they're shaped like animals.

RILEY I eat the giraffe first.

MOM Why the giraffe?

RILEY Because it's the tallest.

MOM Makes sense. Crumbbuddies. Lunchbox approved.

RILEY Can I have two packs?

MOM Don't push it.

Pudding Night

Grocery brand, frozen dessert · Mature (55+) · Northern English · 60 seconds

My wife Maureen makes a cracking sticky toffee pudding. Made it every Sunday for forty-odd years.

Then she joined a walking group. Now, on Sundays, she goes up hills.

I said, 'Maureen, what about the pudding?'

She said, 'There's one in the freezer.'

[beat]

I'll be honest. I was suspicious.

But it was a Dalesford Sticky Toffee Pudding. Soft, rich sponge, made with dates. Thick toffee sauce. You put it in the oven for twenty minutes, and the whole house smells like a Sunday.

I made custard to go with it. Proper custard. Thick enough to stand a spoon in.

And when Maureen came back from her hill, muddy and pleased with herself, I had a bowl waiting.

She took one bite. She said, 'Well. That's not bad.'

From Maureen, that's a standing ovation.

Dalesford Puddings. In the freezer aisle. Proper pudding, no hills required.

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