

TV Talk Show
Sample Script - 4884
01/01/2015

"Good to the Last Drop"
Runs: 10:00
Airs: 02/01/2015, 10PM

VIDEO	AUDIO
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OPEN

Video Clip #13-1

"man"

9
MUSIC
BKGD
MUSIC, CUE

MUSIC: CD#243, Cut7, Up and Under

ANNCR: Ever since the dawn of civilization, has tried to make the perfect cup of coffee. From high mountain arabica to lowlands robusta, the choicest beans and the most aromatic essence have escaped our grasp. From South and Central America to southeast Asia to Africa, we have harvested a limitless range of little white berries – brown when roasted. And the best? Some say Blue Mountain from Jamaica. Others say the Kopi Luwak (KO - pee Loo WACK) from the jungles of Sumatra – thanks to the wild civet cat. Regardless, it's hard to make really good coffee without a really good brewing system. And today we'll explore one of the world's best. Here's your host, Clem Kadiddlehopper !!

X

Clem on camera

M A
D 3

Hi, folks. Have you heard of the Keurig? (KYOO-rig) No, I don't mean a snake, or a

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SUPER: Clem Kadiddlehopper

fancy car. I mean a Keurig 2 point Oh Brewing System. The Keurig has been on the market for 7 years now, starting off in small offices on Wall Street. Today, it comes in three models, the K-350, the K-450, and the K-550. Each is designed to be simple to operate and to give you a wonderful cup of coffee. And the Keurig is a supreme example of fine design and engineering. After we learn more about the Keurig, you'll want one. So get ready to write down the phone number, or have your Visa or Mastercard ready.

Holds up Keurig

Here Is the Keurig. Easy to load, easy to operate, and in less than 2 minutes, a fresh cup of any flavor coffee you'd like! One of the Keurig's secrets is this the Keurig K-Cup !!

Holds up K-Cup

The secrets in this cup ... well, you won't believe.

CLEM:

And on today's "Good to the Last Drop" we'll learn all about it. I'm happy to introduce our guests. First is **Sam Snerd**. Sam has just

Sam Snerd

SUPER: Sam Snerd

TJ
SF

finished his advanced training at the Coffee Quality Institute. Licensed Q Graders are trained and tested cuppers. They must pass a rigorous

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six day course comprising three-day examinations to earn their certification. Cuppers are tested in some 20 coffee related subjects, such as green grading, roast identification, coffee cupping, sensory skills and sensory triangulation. There are currently only 411 Licensed Q Graders worldwide. X

7AW

LeAnn Lollipop

SUPER: LeAnn Lollipop

SS

And with Sam is **LeAnn Lollipop**, our blending and brewing specialist. Hi, LeAnn. LeAnn has just graduated from the Guatemala Roasting Institute as a certified coffee producer. And what different flavors LeAnn can craft from just one harvest of coffee simply boggles the mind !

T3

Interview Segment #1 - How did guests get involved in coffee?
- What was coffee school like?

COMMERCIAL Block #1

8/5

RUNS :60

Interview Segment #2 - How does the Keurig work?
- Demonstrate Keurig

CLOSE

Clem on camera

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That's been a great first lesson for us. I can't wait to get one myself !!

(Guests – 2-shot)

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Guys, I'm so happy you were able to join us today. Please plan to come back and to give me an advanced lesson, okay?

Clem O/C

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(To camera) And thank you, too ! Bye for now !

Video Clip #13-2

D9
ANNCR
MUSIC

ANNCR: "Good to the Last Drop," hosted by Clem Kadiddlehopper, with today's guests, Sam Snerd ... and LeAnn Lollipop.

Join us next time, when Clem tries his hand at grinding and stuffing a reusable K-Cup !!

SUPER: TOP GUNS PRODUCTION

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"Flights of Fancy" has been a TOP GUNS Production.

Bumper Shot : Keurig with steaming coffee

TRUCK
D-1

BLACK - 10:00

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7:45 - 2
8:45 - 1
9:15 - 30
9:45 - Out

