



Association of Foodservice Distributor Representatives

An AFDR Exclusive!



Famous Dish Concept

Fast-paced, entertaining video that tells a customer's story on how they use your products every day.

How It Works

- Identify a customer who uses your product in his/her popular *Famous Dish* featured at the restaurant, cafeteria or other foodservice establishment.
- We interview the operator and video the action as the chef builds the *Famous Dish*. It's like a *Diners, Drive-Ins and Dives* episode... packed into a two-minute epic. And your customer is the star!
- Your product is prominently featured in the video as a key ingredient in making the *Famous Dish*!

Why It Works

- Nothing is more credible than hearing a customer talk about how your product works in the real world.
- Fun, short videos engage audiences everywhere. Websites, presentations, social media and food shows.

What's Included

- Turnkey production, including video shoot, editing, graphics and travel costs.
- You own all rights to use the video as you see fit!
- Free post at AFDR and RestaurantProductFinder.com.

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1	0:15	CU
Shot #	Length (min:seconds)	Type

Head/shoulders shot in beginning... then raises dish up when introducing dish. VO: *My name is John Smith of Acme Restaurant in Vista, California... and this Mojo Cheese Sandwich is my Famous Dish.*



2	0:20	B
Shot #	Length (min:seconds)	Type

VO: Operator describes restaurant cuisine and history. **Broll:** restaurant sign,, few shots of other common dishes being slid onto counter, etc.



3	0:15	B
Shot #	Length (min:seconds)	Type

VO: Cut in/out of operator interview explaining how he/she came up with the Famous Dish idea. **Broll:** operator talking to others in kitchen, general cooking scenes.



4	0:25	B
Shot #	Length (min:seconds)	Type

VO: Operator narrates how the Famous Dish is prepared with related scenes. **2nd Camera:** Time lapse wide angle shot of kitchen scene showing prep work and camera crew working.



5	0:15	CU
Shot #	Length (min:seconds)	Type

VO: Operator describe "hero" ingredient. CU of product being opened. CU of "raw" product.



6	0:10	MS
Shot #	Length (min:seconds)	Type

CU of dish being prepped, stirred, etc. Operator continues to talk through dish prep.



7	0:05	MS
Shot #	Length (min:seconds)	Type

Operator plating shot and slowly turning.



8	0:15	CU
Shot #	Length (min:seconds)	Type

VO: Cut in/out of operator interview explaining why he/she loves making the Famous Dish. **Broll:** shots of dish as it is served. Credits roll.