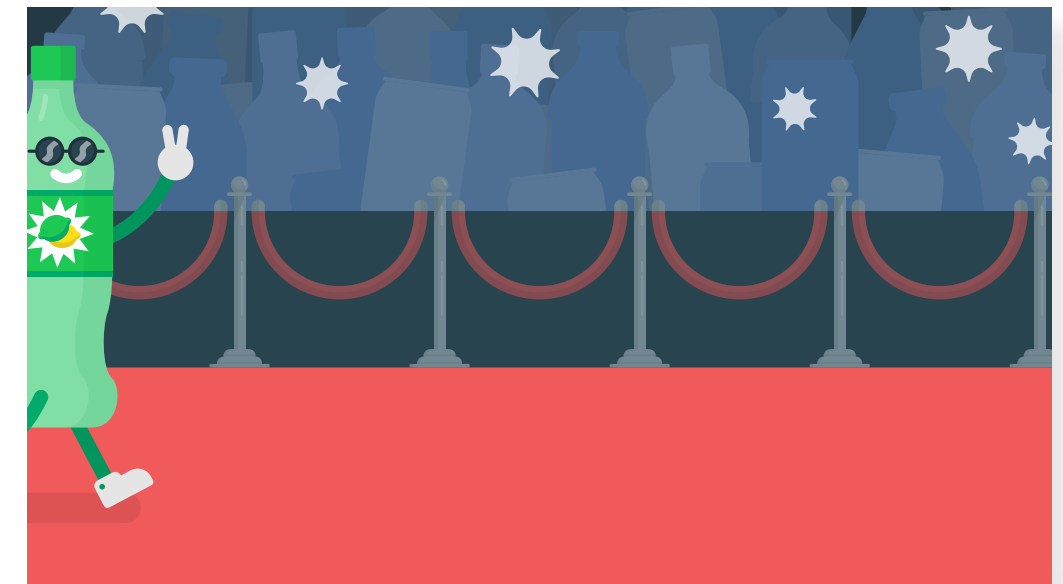
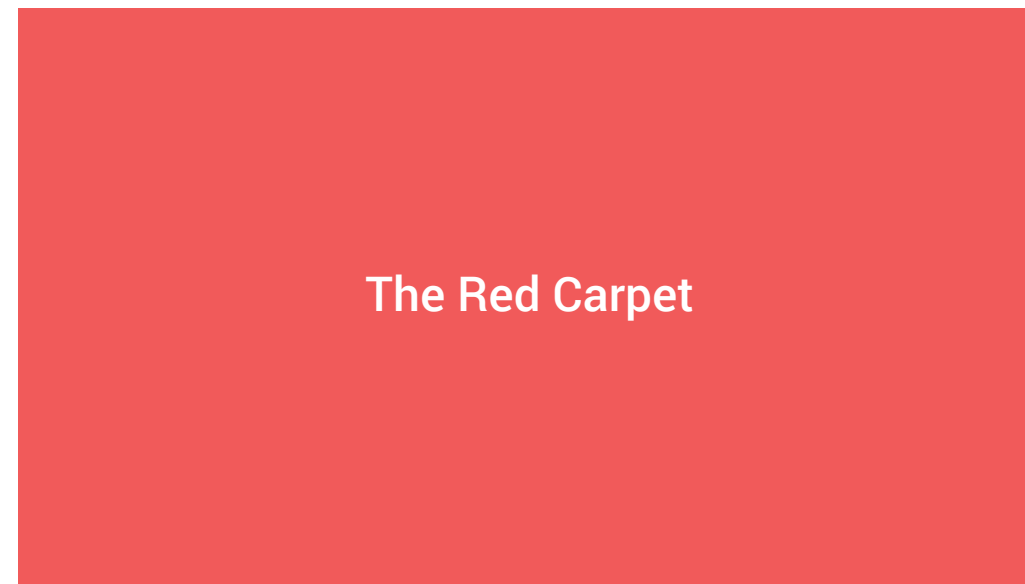


USDA logo.

Title.

Open on the red carpet scene, the crowd in the background is cheering and camera bulbs are flashing.

VISUAL NOTES



VOICE OVER

(Music)

(Music)

(Music, crowd cheering)

Famous beverages (sodas, fruit drinks, energy drinks, etc.) begin to make their way down the carpet, waving to fans.

Off-screen interviewer pops a microphone into the frame, and we hear her calling out to the Soda walking by.

The Soda approaches the camera for an interview and the background dims.

VISUAL NOTES



VOICE OVER

(Music, crowd cheering)

*Soda, Soda!*

*What are you wearing today? Can you show the fans your label?*

The Soda turns around to show off its Nutrition Facts label, revealing the high amount of sugar it contains.

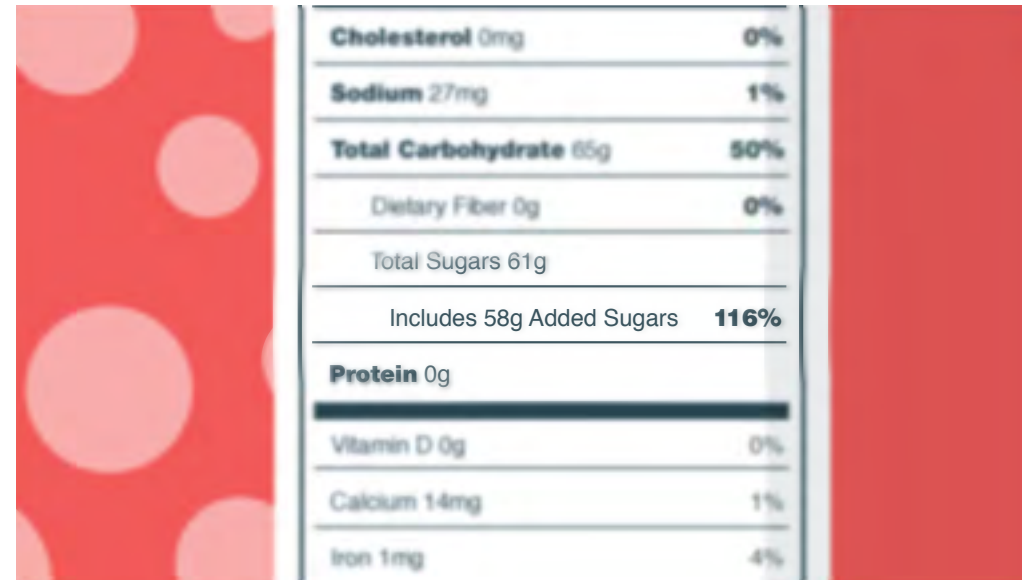
Zoom into its Nutrition Facts label, revealing the high amount of sugar the Soda contains.

The Soda leaves the Interviewer and she calls out to the bottle of Lemonade walking by.

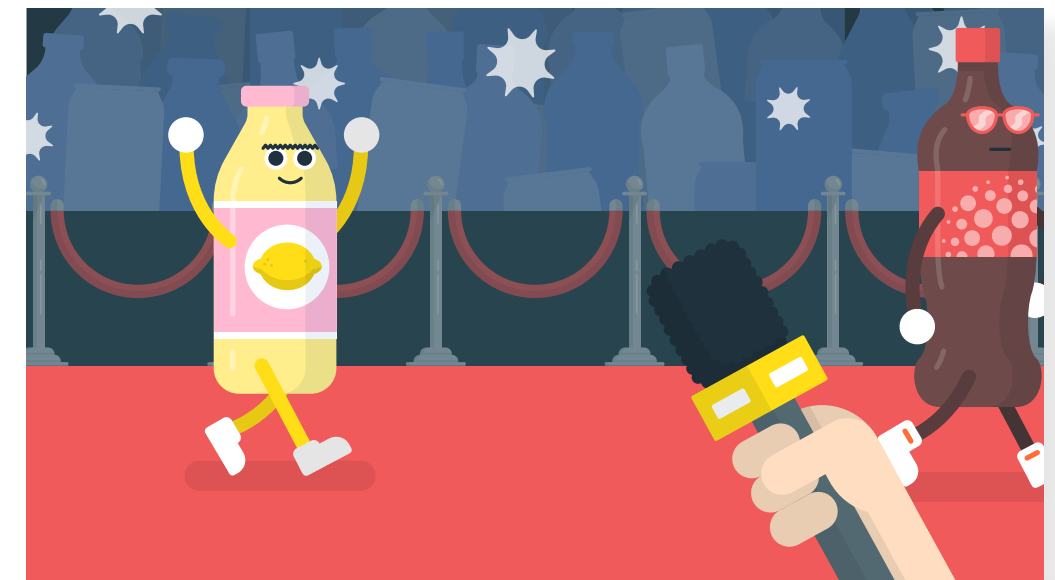
VISUAL NOTES



Nutrition Facts	
1 Servings Per Container	22 fl oz
Serving size	22 fl oz
Amount per serving	
<b>Calories</b>	<b>250</b>
11 Daily Values*	
Total Fat 0g	0%
Saturated Fat 0g	0%
Trans Fat 0g	0%
Cholesterol 0mg	0%
Sodium 27mg	1%
Total Carbohydrate 61g	80%
Dietary Fiber 0g	0%



Cholesterol 0mg	0%
Sodium 27mg	1%
<b>Total Carbohydrate 61g</b>	<b>50%</b>
Dietary Fiber 0g	0%
Total Sugars 61g	
Includes 58g Added Sugars	<b>116%</b>
<b>Protein 0g</b>	
Vitamin D 0g	0%
Calcium 14mg	1%
Iron 1mg	4%



VOICE OVER

(Crowd gasps)

*61 grams of sugar, that's over 15 teaspoons!*

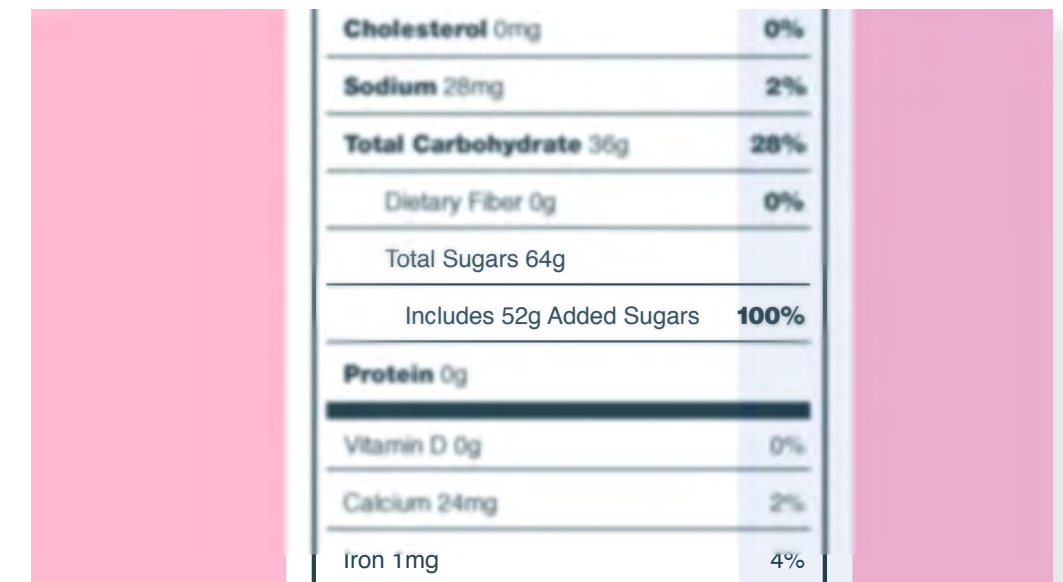
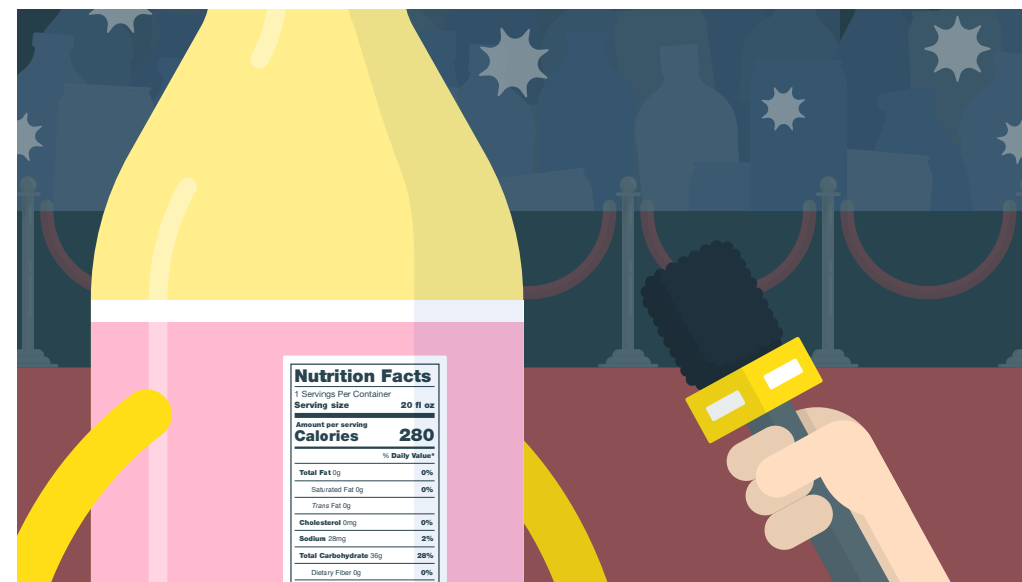
*Lemonade!*

The Lemonade approaches for an interview.

The Lemonade turns around to show off its Nutrition Facts label.

Zoom into the Nutrition Facts label, revealing the high amount of sugar the Lemonade contains.

VISUAL NOTES



VOICE OVER

*Everybody wants to know what you're made of.  
Can we read your label?*

*(Crowd gasps)*

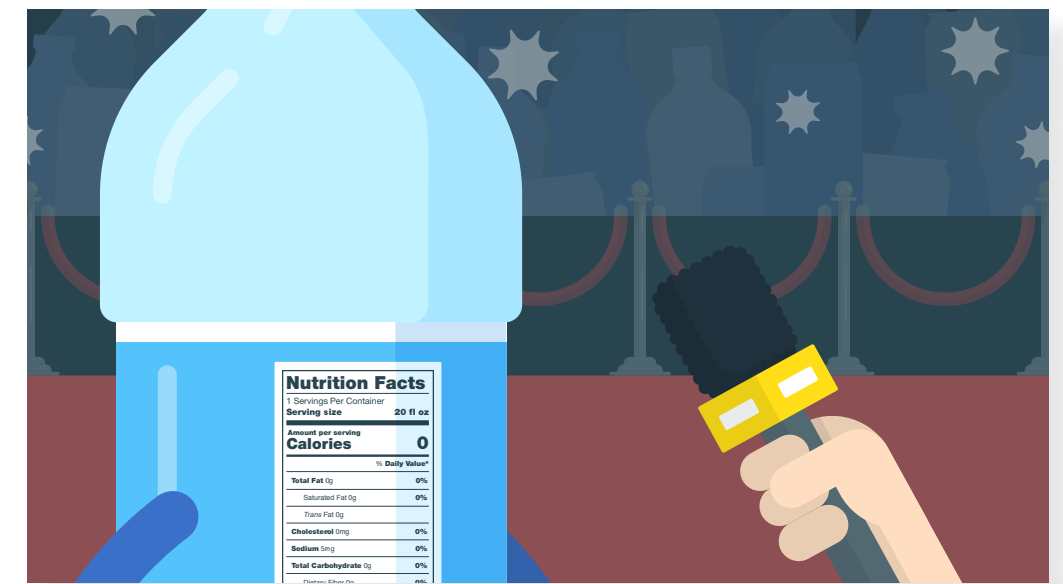
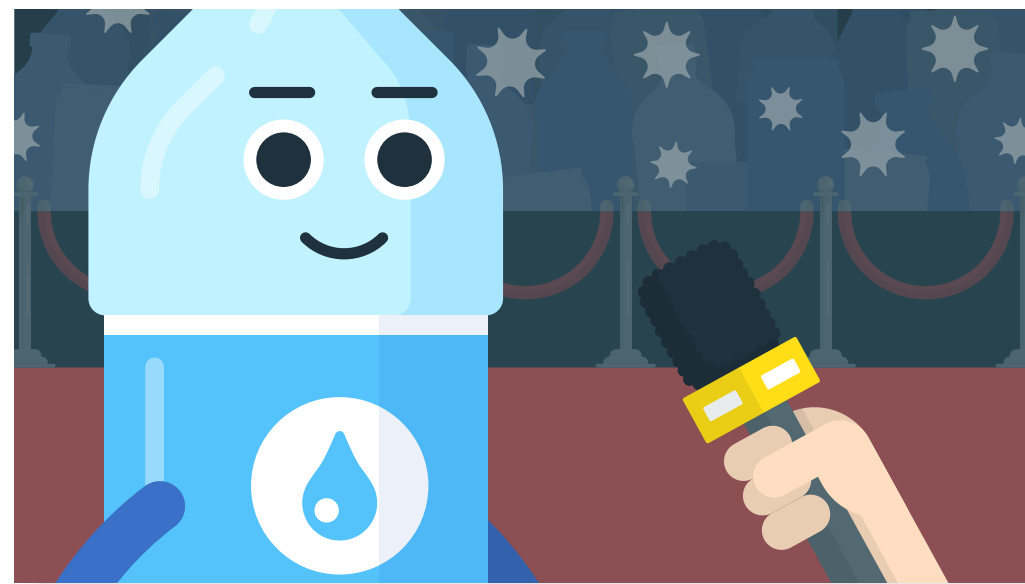
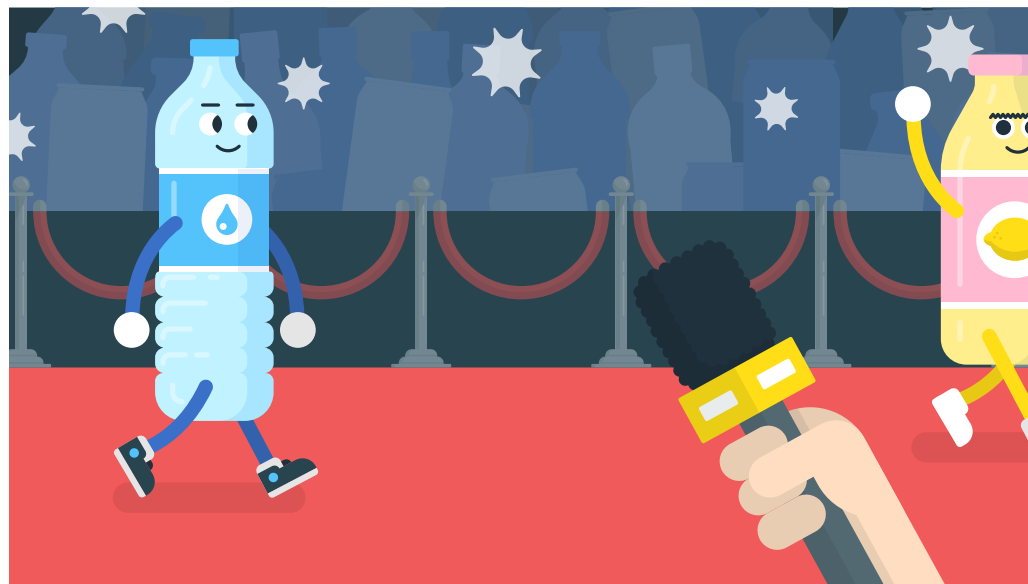
*I had no idea some lemonades had  
so much added sugar!*

The Lemonade leaves the Interviewer and she calls out to the bottle of Water walking by.

The Water approaches for an interview.

The Water turns around to show off its Nutrition Facts label.

VISUAL NOTES



VOICE OVER

*Water! Over here!*

*What about you?  
Can we see your Nutrition Facts Label?*

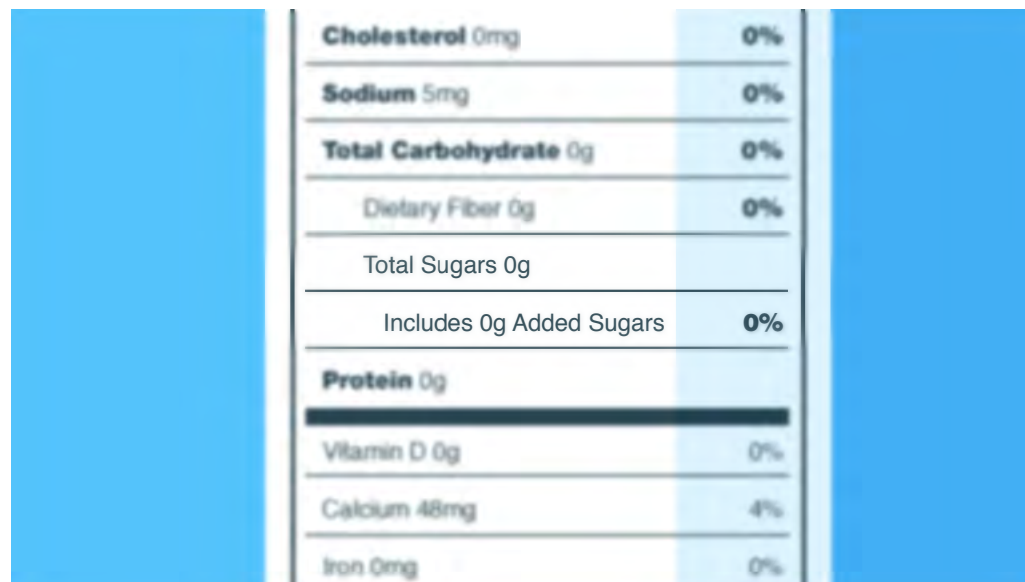
*(Crowd begins cheering loudly)*

Zoom in to the Nutrition Facts label to reveal that the Water contains absolutely NO sugar.

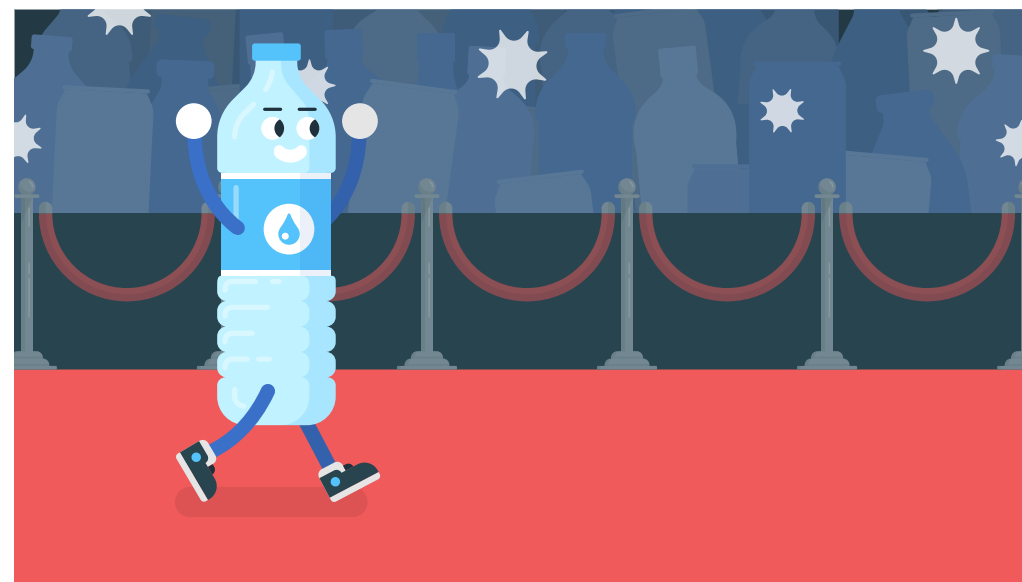
The Water returns to the red carpet, smiling and waving to the crowd. As the crowd cheers on, more and more cameras flash.

A camera flash engulfs the screen and transitions to the CTA screen.

VISUAL NOTES



<b>Cholesterol</b> 0mg	<b>0%</b>
<b>Sodium</b> 5mg	<b>0%</b>
<b>Total Carbohydrate</b> 0g	<b>0%</b>
Dietary Fiber 0g	<b>0%</b>
Total Sugars 0g	
Includes 0g Added Sugars	<b>0%</b>
<b>Protein</b> 0g	
Vitamin D 0g	0%
Calcium 48mg	4%
Iron 0mg	0%



VOICE OVER

*Wow!*

*You saw it here folks, what a star!*

(Music)

USDA logo and legal copy.

VISUAL NOTES



VOICE OVER

(Music)