

VIDEO

Fade up from black on Educational Foundation logo. SUPER disclaimer:

The following scenarios are intended as realistic portrayals of foodservice operations in which HACCP systems can be implemented. While viewers should focus on the practices emphasized in each video segment, discussion regarding background activities and procedures is encouraged.

SEGUE to title screen composite:

BACKGROUND element builds:

***Hazard
Analysis
Critical
Control
Point:***

FOREGROUND title:

A Practical Approach to HACCP

EFFECT TO opening montage of establishing key scenes that depict the flow of food through critical control points in a variety of restaurant settings: *banquet facility, family restaurant, college dorm, office building cafeteria, school system, retail food outlet and full-service restaurant.*

FLASH TO montage of scenes depicting hazardous situations in a variety of restaurant settings.

GRAPHIC overview of Critical Control Points flow.

DRAFT #3, 4/9/16

AUDIO

CONTEMPORARY MUSIC UP.

MUSIC DOWN AND UNDER ANNOUNCER.

ANNOUNCER (VO): In every type of food service operation, the safety and quality of the food you serve depends upon how well you manage the flow of food from the time it's received to the time it's served.

But when things get busy, it's easy to overlook some of the critical steps along the way that ensure proper food safety.

That's why the Educational Foundation of the National Restaurant Association is pleased to introduce an affordable, easy-to-

HACCP PROMO VIDEO SCRIPT

VIDEO

FLY THROUGH key words:

Identify Food Hazards

Develop Control Points

Measure & Monitor Control Points

Verify System

Montage of excerpts from the series.

Shot of Rocket launching.
MORTISE against opening
HACCP background element.

Isolated shots of the types of foods that are covered, red meats, poultry, seafood, dairy products.

Beauty shot of training package including IG, Coursebook, posters and three-set videos.

MS of Christina Shell.

Christina Shell. T.C. 1:00:05 - 1:00:48 combined with 1:59:59 - 2:00:32.

DRAFT #3, 4/9/16

AUDIO

understand course that will help you:

- Identify potential food hazards and processes that may result in foodborne illnesses,
- Develop control points through the flow of food to reduce the likelihood of an outbreak,
- Measure and monitor your critical control points,

and • verify that your system is working.

A Practical Approach to HACCP was designed for foodservice people by food-service people. It's a simplified approach to maximizing food safety based upon the principles and procedures of NASA's Hazard Analysis Critical Control Point program.

A Practical Approach to HACCP focuses on high risk foods such as red meats, poultry, seafood and dairy products.

Your complete course program includes a three-part video set combined with an Instructor's Guide and Participant's Coursebook...as well as a set of informative posters suitable for wall mounting throughout your facility.

Christina Shell, manager of a family owned restaurant, serves as host in the video series.

MUSIC DOWN AND OUT.

Christina Shell (OC): *Introduces self and topic.* "When food flows...critical control points."

HACCP PROMO VIDEO SCRIPT

VIDEO

Montage of clips from each of the 11 video situations on tapes 1 & 2.

Clips from tape 3.

GRAPHIC intro to segment:
It's Never Too Late?

T.C. 1:02:07 - 1:04:44

Scene showing delivery person interacting with staff employee.

Scene with manager checking unpacked boxes in refrigerator.

Key point questions SUPER.

EFFECT TO GRAPHIC intro to segment:

Leftovers Leftover

GRAPHIC BUILD of benefits:

HEADLINE:

A Practical Approach to HACCP

BULLETS:

- *Better control*
- *Reduce waste*

DRAFT #3, 4/9/16

AUDIO

BRIDGE MUSIC UP AND UNDER ANNCR.

ANNOUNCER (VO): The first two videos in *A Practical Approach to HACCP* depict 11 different, realistic situations in which safety risks are portrayed in a variety of foodservice operations. The third video features a case study in which proper and improper food handling and sanitation procedures are profiled.

Here's an example of how content is presented to learning audiences.

Christina Shell (VO): "Our first situation..."

Dialogue from scene between staff associate and supplier.

Manager: "...40 degrees...60 degrees...oh no!"

Christina Shell (VO): "...what would you do if you were in the manager's position?"

Christina Shell (VO): *Introduces situation... "Leftover's Leftover"*

Dialogue from scene.

Christina Shell (VO): "In this scene..."

BRIDGE MUSIC UP AND UNDER ANNCR.

ANNOUNCER (VO): *A Practical Approach to HACCP* benefits you in many ways. By implementing HACCP in your operation, you:

- gain better control over the management of food safety in your operation,
- reduce waste,

HACCP PROMO VIDEO SCRIPT

VIDEO

- *Minimize risks*
- *Reduce/Eliminate Bacteria*
- *Make safe, safer*
- *Lower liability*
- *Reinforce cleanliness and sanitization*
- *Create operation consistency*

MS of Christina Shell washing hands.
T.C. 1:13:51 - 1:15:12

Montage of showing different types of facilities in which situations are profiled.

Clips from various segments that highlight temperature situations.

GRAPHIC intro to segment:
Burgers By The Book
T.C. 1:15:13 - 1:16:18

DRAFT #3, 4/9/16

AUDIO

- minimize risks of foodborne illnesses,
 - reduce or eliminate harmful bacteria,
 - make a safe operation even safer for both employees and customers,
 - potentially lower hazard liability,
 - reinforce cleanliness and sanitization standards
- and
- create a proactive environment for operation consistency that everyone on staff can understand and adhere to.

MUSIC DOWN AND OUT.

Christina Shell (OC): “In order to be a good leader, you have to set a good example... personal hygiene...must be followed by everyone in the organization. ...proper personal hygiene is constantly reinforced.”

BRIDGE MUSIC UP AND UNDER ANNCR.

ANNOUNCER (VO): *A Practical Approach To HACCP* features realistic situations that occur in many different types of food service facilities, ranging from family and quick service restaurants to full-service banquet facilities and restaurants...to institutional services operations...to retail food outlets.

Temperature control is an important topic in several of the video situations...as you'll see in the next two video segment samples:

Christina Shell (VO): *Introduces segment.*

HACCP PROMO VIDEO SCRIPT

VIDEO

Manager with trainee overlooking burger preparation.

Key point questions SUPER.

EFFECT TO GRAPHIC intro to segment:

To Validate - Calibrate!

T.C. 2:14:36 - 2:16:39

Scene showing manager interacting with meat case employee, discussing temperature and calibration.

GRAPHIC BUILD against posterized image from one of the situations. Change background imagery with each testimonial. REVEAL each testimonial as it's spoken.

MS of Christina Shell wrapping up
T.C. 2:19:53 - 2:20:18

DRAFT #3, 4/9/16

AUDIO

Dialogue from scene.

Christina Shell (VO): "...how can you be confident you are serving safe, quality food?"

Christina Shell (OC): *Introduces segment.*

Abbreviated dialogue from scene thru: "...set it at 32 degrees. I'm sorry."

BRIDGE MUSIC UP AND UNDER ANNCR.

ANNOUNCER (VO): By implementing *A Practical Approach to HACCP* operations can save you both time and money by making the flow of food more effective, efficient and safe at each critical control checkpoint.

VOICE #1: These EDF programs make a lot of sense. They're simple, and they fit right in with what we're already doing.

VOICE #2: This could be the smartest money I've ever spent. Between turnover and absenteeism, you never know when I'll have to put some new kid in the kitchen or on the loading dock to help out. One mistake could ruin the reputation that's taken me years to build.

VOICE #3: These are the people who put ServSafe together...so, they know what they're doing!

MUSIC DOWN AND OUT.

Christina Shell (OC): "Any food handling... to be sure you're handling food properly..."

HACCP PROMO VIDEO SCRIPT

VIDEO

Reprise overview GRAPHIC, followed by clips from each critical control point in the flow of food process.

Reprise beauty shot of the kit.

SUPER: *numbers go here.*

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*The Educational Foundation of
the National Restaurant
Association*

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the National Restaurant
Association.*

AUDIO

must be effective and efficient...less chance of foodborne illness.”

CONTEMPORARY MUSIC UP AND UNDER ANNCR.

ANNOUNCER (VO): From receiving dock to storage...to preparation...to cooking...to displaying...to the dining table, these are the important steps in the flow of food through your operation where food safety can be compromised.

The Educational Foundation of the National Restaurant Association is proud to bring you a training program that can help you develop policies and procedures that make safety sense within your operation.

To take advantage of this introductory offer for *A Practical Approach to HACCP*, call 1-800-809-6032 extension 325, fax 312-715-0331, or mail your order today!

MUSIC UP, DOWN AND OUT WITH FADE TO BLACK.