

VIDEO

1) Fade up from black on SUPER against textured background:

Why is food safety important?

2) Dissolve to series of full screen images from man-on-the-street interviews regarding the topic of food safety.

Fade to black.

3) ServSafe/EF Logo build into Title Screen build:

Introducing the Enhanced ServSafe® Food Safety Training Program

4) Clips of man on the street interviewees FLY by in succession against cityscape scenery in background.

5) Footage from ServSafe classroom activities.

6) DIM background imagery of training class during presentation of certificates. EFFECT IN logos/names of governmental associations who recognize the ServSafe® Program. (Int'l. Food Safety Council, State Restaurant Associations, FDA, etc.)

7) Classroom footage showing participants in food safety exercises... taking exam...receiving certificate.

AUDIO

AMBIENT STREET NOISE UP.

SOUND BITES FROM SELECTED STREET INTERVIEWS.

LOGO MUSIC UP, THEN SEGUE INTO UPBEAT, CONTEMPORARY MUSIC BEGINS UP FULL UNDER TITLE SCREEN, THEN DOWN AND UNDER ANNOUNCER.

NATURAL SOUND FROM INTERVIEWEE SOUND BITES DOWN UNDER ANNOUNCER.

ANNOUNCER (VO): Food safety affects us more now than ever before!

For more than twenty-five years, providing food safety education to the restaurant, foodservice, retail and hospitality industries has been a main goal of the National Restaurant Association Educational Foundation.

Today, the ServSafe Program is accepted by more federal, state and local agencies than any other food safety program.

The National Restaurant Association Educational Foundation is dedicated to providing proactive training resources

VIDEO

8) MCU of trainer using new materials in a classroom setting.

9) Series of cuts from candid interview with Steve Caldeira.
SUPER with NRAEF logo:
Steve Caldeira
President & COO

CUT to alternate angle/take.

10) Classroom footage.

11) Footage of participants receiving certificates. SUPER:
1 Million + Certified

12) MS of Steve.

13) Footage of a round table discussion with industry experts, trainers, etc. discussing new training materials initiative.

AUDIO

to meet the industry's needs. Steve Caldeira, President and Chief Operating Officer of the National Restaurant Association Educational Foundation, explains the philosophy behind the ServSafe food safety training certification program.

STEVE CALDEIRA: "Because Food Safety is non-negotiable in our industry, the ServSafe food safety program was developed to teach and reinforce good food safety practices wherever food is being handled, prepared and served."

"Learning to handle and serve food safely on the job is like learning to drive a car safely on the road. It requires training and practice."

"The ServSafe food safety materials are flexible, easy-to-use, cost-effective training resources that our customers utilize to maintain food safety in their operations."

"We're proud to say that in 1999, we certified the millionth industry professional in the ServSafe training program."

"We're always looking for ways to add value to the educational resources we provide to our industry. For the last year, we've conducted research and listened to ways in which we could improve and enhance the ServSafe training materials to make the ServSafe program even more user-friendly, functional, affordable and flexible for those who use it daily."

"I'm excited about the enhanced ServSafe training materials because

VIDEO

14) CUT to alternate angle/take on Steve.

15) Beauty shot of line of ServSafe® products.

16) Isolated shot of *Coursebook*.

17) Isolated shot of *Essentials*.

18) Scantron shot.

19) Shot of student inserting CD into drive/player to initiate an interactive training session.

20) PAN left to right from English to Spanish versions of training materials.

SUPER:

Available in English & Spanish

21) CU of *Coursebook*. PULL back to MS of person opening book to a reference point. FREEZE image on a colorful page with visual aids.

SUPER BUILD:

ServSafe Coursebook Advantages

- *Enhanced Readability*
- *More Color & Visual Aids*
- *More Practical Applications & Case Studies*
- *Extensive Resource List*

22) CU of *Essentials* book. PULL back to MCU as participant flips through the pages of the book.

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they're easier to read and use...and the content represents what the entire spectrum of industry experts, trainers, owners, managers, and health officials alike have requested to help them effectively implement food safety training."

ANNOUNCER (VO): The National Restaurant Association Educational Foundation is proud to introduce its enhanced line of ServSafe Training Products, including: the *ServSafe Coursebook*...the *ServSafe Essentials* book...the *ServSafe Instructor's Toolkit*...the *ServSafe Food Protection Manager Certification Exam*...and the latest technology-based training solutions.

Most materials are available in both English and Spanish language versions.

The *ServSafe Coursebook* is consistent with the 1999 FDA Model Food Code... teaches participants how to handle and prepare food safely within an operation...and, prepares them for the ServSafe Food Protection Manager Certification Exam.

ANNOUNCER (VO): The *ServSafe Essentials* supplies the fundamental information needed to maintain food safety within an operation and successfully prepare for the ServSafe Food Protection Manager's Certifica-

VIDEO

FREEZE image and BUILD SUPER:

ServSafe Essentials Advantages

- *Emphasize Key Food Safety Information*
- *More Color & Visual Aids*
- *More Activities & Exercises*
- *Sectional Training Tips*

23) MS of participant referencing *Essentials* book while studying.

24) MS of trainer referencing *Essentials* book.

25) MCU of Manager taking exam.

26) MS of customer with a single *Coursebook* and several exam answer sheets.

27) ECU of answer sheet and certification exam.

28) MCU of ServSafe instructor administering test to participants.

29) Happy faces of certified professionals leaving classroom. FLY IN IFSC logo. SUPER: *Food Safety Coalition*
SCROLL: *Operators, Educators, Students, Manufacturers, Suppliers, Associations, Distributors.*

30) Isolated CU of the Instructor's Kit.

31) MS of instructor with a small group of participants.

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tion Exam.

The *ServSafe Essentials* book emphasizes key food safety information using color, visual aids, activities and exercises...and minimal text. Each section concludes with specially recommended training tips for on-the-job and classroom training.

The *ServSafe Essentials* book benefits participants who need food safety training, but have limited time. It's a great resource for industry and continuing-education trainers...as well as those preparing and reviewing for the ServSafe Food Protection Manager Certification Exam.

For the first time, customers of the ServSafe food safety training program can now purchase Certification Exam answer sheets separately from the course materials. The purchase price of each answer sheet includes the certification exam which will be provided by the registered instructor who administers the test.

Once certified, food safety professionals are automatically participants of the International Food Safety Council, a coalition of certified restaurant and food service professionals that encourages training and certification to enhance food safety.

Food safety instructors and registered ServSafe trainers will find the new *ServSafe Instructor's Toolkit* more flexible and adaptable than ever before!

Drawing upon the knowledge of the

VIDEO

- 32) WS of instructor with a large group of participants.
33) MCU of instructor using an overhead PowerPoint® presentation as he/she lectures.

FREEZE frame and BUILD SUPER: The Instructor's Toolkit

- *Customizable PowerPoint® Presentations*
- *Web Site Resource Card*
- *Activity Solutions*
- *Exam Review Guide*

FLY IN ECU images of each item (Diskette, resource card, activity sheet, exam)

- 35) CU of hand entering frame turning pages to show each section within the Toolkit. SUPER:
- *Chapter Lesson Plans & Activities*
 - *Agendas for Single/Multiple Day Formats*
 - *Comprehensive Resource Guide*

37) MS of Instructor teaching class
PULL back to WS of classroom setting.

38) MS of Student searching the web for information.

39) CU of hand inserting CD-ROM into computer drive.

40) MS of user involved in interactive CD-i training session.

41) Beauty shot of new ServSafe training products.

42) Series of testimonials from energized participants just after finishing classroom activities.

43) Quick cuts of candid interview with Steve Caldeira.

AUDIO

restaurant and hospitality industry's most experienced ServSafe instructors, the improved *ServSafe Instructor's Toolkit* energizes training in a variety of training environments.

The enhanced Toolkit comes complete with customizable PowerPoint® presentations, a Web site resource card, activity solutions and the exam review guide.

The Toolkit contains a range of training tools information which instructors can use to organize effective training sessions.

In addition to classroom training materials, the enhanced *ServSafe* program also includes interactive training options.

The enhanced *ServSafe* training materials offer many benefits for anyone looking to implement or enhance a food safety training program.

SOUND BITES FROM INTERVIEWEES.

STEVE CALDEIRA: "More federal, state and local agencies recognize and accept the ServSafe program than any other food safety program."

"The ServSafe program benefits

VIDEO

CUT TO alternate angle...more to camera.

CUT TO alternate angle...to camera with products in front of him.

44) ServSafe logo.
ServSafe...A Step Ahead!

Phone: 1-800-765-2122
Web site: www.edfound.org

45) Fade to black. INSERT

AUDIO

anyone interested in food safety training...independent and multi-unit operators, supervisors, managers, kitchen managers, chefs, quality assurance professionals, inspectors, sanitarians, health officials...virtually anyone who works with or around food!"

"As the industry's training and education leader, the National Restaurant Association Educational Foundation proudly offers you the enhanced ServSafe training materials.

- Learn how to handle, prepare and serve food safely.
- Improve the quality of the food you serve and protect against foodborne illnesses.

and,

- Minimize liability risks and insurance costs for your operation.

Food Safety is not an option in our industry, it's our obligation. I encourage you to take advantage of the ServSafe Food Safety Training Program and these dynamic products today."

ANNOUNCER (VO): To order your enhanced ServSafe Training Materials or to receive more information, call 1-800-765-2122...or visit our web site at www.edfound.org.

MUSIC UP.

VIDEO

AUDIO

disclaimers.

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® PowerPoint is a registered trademark of the Microsoft Corporation.

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MUSIC DOWN AND OUT.

Fade to black.