

Client: Del Monte Fresh

Product: Gala Apple Recall

Title: Del Monte Recalls Fresh-Cut Fruit Products With Gala Red Apples for Potential Listeria Contamination

Length: 60 seconds

Writer: John Rozean

VIDEO

AUDIO

1. BEGIN WITH SHOT OF CEO STANDING IN APPLE FIELD. ZOOM IN TO HEAD AND SHOULDERS SHOT WITH DEL MONTE LOGO. THE CEO SHOULD BE DRESSED SOMEWHAT CASUALLY WITH A LONG SLEEVE COLLARED SHIRT (NO TIE) WEARING JEANS AND HOLDING AN APPLE.

CEO: Hello, I am David L. Meyers, chief executive officer at Del Monte Foods and I wanted to tell you about a recent recall of Gala apples that have been distributed in a few States in the North East. No illnesses have been reported to date, but Del Monte is taking this issue seriously and has taken several steps to keep everyone informed about the potential infection.

2. BEGIN WITH LONG SHOT OF DEL MONTE HEADQUARTERS BUILDING. ZOOM IN AND TRANSITION TO HEAD AND SHOULDERS SHOT OF CEO SITTING AT HIS DESK WEARING A SUITE AND TIE. CONTACT INFORMATION SHOULD APPEAR AT THE BOTTOM OF THE SCREEN. "24-HOUR HOTLINE 1-800-659-6500" CONTACT-US-EXECUTIVE-OFFICE@FRESHDELMONTE.COM THIS CONTACT INFORMATION SHOULD

CEO: For any inquiries consumers can contact or email Del Monte at the contact information at the bottom of this screen.

REMAIN IN THE LOWER THIRD UNTIL VIDEO #3.

3. TRANSITION TO B-ROLL FOOTAGE OF VARIOUS PENNSYLVANIA ORCHARDS. BEGIN WITH A HIGH ANGLE SHOT. ZOOM IN ON A WORKER HARVESTING APPLES THEN ZOOM IN TO CLOSE-UP OF HANDS PICKING AN APPLE. DISSOLVE TO THE HANDS OF A DEL MONTE WORKER INSPECTING AN APPLE PACKAGE ON AN ASSEMBLY LINE. ZOOM OUT TO WIDE SHOT OF ASSEMBLY LINE WORKERS. TRANSITION INTO THE LOWER THIRD A GRAPHIC THAT LISTS THE BEST IF ENJOYED BY DATES.

CEO: (VO) The Ohio Division of Food Safety found possible Listeria infection in some apples grown in Pennsylvania.

CEO: (VO) Packages with "Best If Enjoyed By" dates of December 3rd, 6th, 7th and 8th were distributed to Giant Eagle, Amazon Fresh, Sunoco, Peter's Fruit, Wegmans, Sheetz and 7-Eleven.

4. DISSOLVE/TRANSITION TO HIGH ANGLE SHOT OF CEO STANDING ON THE ASSEMBLY LINE WITH DEL MONTE WORKERS BEHIND HIM. THE CEO WEARS THE APPROPRIATE ATIRE FOR BEING ON THE ASSEMBLY LINE – THAT IS HARD HAT, SAFETY GOGGLES, ETC...SHOT BEGINS WITH CEO WATCHING THE ASSEMBLY LINE, HE THEN TURNS AND ADDRESSES THE CAMERA WITH THE CLOSING REMARKS.

CEO: As always, thanks for choosing Del Monte products. We put our customers first.

5. FADE TO SUNSET AT AN APPLE ORCHARD THEN FADE TO BLACK.

