



WAITROSE

& PARTNERS

a treatment by
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Gorgeous

Your scripts are beautifully observed slices of life, that captured human truths in a charming and entertaining way.

What I love about them, amongst other things, is that they hark back to the days when the commercials were better than the programmes they appeared in.

Timeless stories that put a much needed smile on your face in a time of uncertainty.

And if you feel good watching the commercials you'll feel good about Waitrose.



Human Truth

We've all, at some time, let our imagination run away with us and feared the worst.

And a good meal can heal any rifts, allay suspicions and create harmony.



Suggestions

I have a couple of small suggestions.

Give the Wife a third party she can relay her suspicions to.

And make the meal scene positive and enjoyable.

They all enjoy the meal so much, their earlier suspicions seem as distant memory.

They shouldn't still be brooding or full of suspicion whilst they eat, the food is too good for that.

At the end of the meal their suspicions resurface momentarily to create a humorous full stop.



The Meal

It's the heart of the story.

Initially, preparing the meal is a good deed that's greeted by suspicion.

How can you prepare slow cooked beef in 30 minutes?

And why would someone who's never been interested in cooking suddenly conjure up a mouth watering Cajun Chicken?

Then the meal itself brings everyone together.

It's an enjoyable experience and suspicions are soon replaced by enjoyment, gratitude and admiration.

Without the meal there is no story.

And it goes without saying that the food has to look mouth-wateringly delicious.

The best approach is to use the very best food stylist and cameraman for the job.

Stephen Keith-Roach to light.

And Fergal Connolly to style the food.

And have the intention to up the ante, and shoot better food shots than have ever been seen before.





The Characters

You have to love them. If you love them you'll forgive them anything, whatever they do.

Their imaginings will come across as funny not as overly suspicious and negative.









Structure

We start with the set up.

The parents return from holiday to find their daughter cooking and the wife arrives home to find her husband cooking.

The more time we save here the more time we'll have for the eating scene later.

In the Second Act the parents look for evidence of their daughter's suspected misdemeanour and the wife imagines her world falling apart.

This needs to be involving, amusing and entertaining, with a lot packed into a short space time.

The Third Act, the meal, should feel relatively leisurely and unhurried.

Everyone is now relaxed and enjoying the delicious food, all's well and their troubles seem forgotten. They're enjoying the meal too much to harbour their earlier suspicions.

At the end of the meal comes a humorous full stop.

Dad's suspicion is aroused again, to the point where he blurts out something inappropriate and embarrasses himself.

And the husband's distraction reignites his wife's suspicions causing her to jump to the wrong conclusion. Or sensing he's keeping something from her, she insists he tells her what's on his mind.

The Full Stop

Dad believes his daughter's Cajun Chicken is a distraction to cover up for a misdemeanour like a party, car crash, or a lost dog.

When the daughter lists the meal's ingredients to Mum, they're so impressive that in Dad's mind it's upped the stakes even more

He jumps to the conclusion that she's covering up something far worse than he first feared causing him to blurt out something that would be huge in his world. She must have got a tattoo of

The wife fears her husband could only have had time to prepare the Slow Beef dish because he's lost his job and as a result they will lose their home.

After the meal her husband looks distracted, and she knows he's keeping something from her.

When he starts to tell her she jumps to the wrong conclusion, overreacts and reveals her mistrust.

Or she insists he tell her what he's keeping from her, only to discover it's his dislike of her new hairdo.



Take Out

Waitrose Beautifully Simple Recipes provide all the quality ingredients and know-how necessary for anyone to make a delicious meal quickly and easily.



The Scripts

Waitrose - 'Back From Holiday'

Open inside a comfortable family home as the front door opens. A middle aged couple enter their house, suitcases in-tow, just back from a holiday.

They're greeted by a pile of mail on the mat, a pair of kicked off trainers and a girl's jacket hanging on the banisters.

As Mum scans the mess , Dad sniffs something pleasant in the air.

Cut to the kitchen where, surrounded by knives, chopping boards, vegetable skins, mango stones, bowls, wooden spoons their teenage daughter is preparing a meal. She looks like the least likely person you'd ever expect to find in a kitchen.

She could be listening to music on her phone, Facetiming a friend or wearing earbuds. Something a teenage girl would do.

Dad: What's going on?

She looks up from a steaming pan to see her parents standing at the kitchen door, each with a look of suspicion on their face, barely able to believe their daughter is doing something so out of character.

Girl: Cajun chicken... It'll be ready in five.

Cut to the parents in the front room, out of earshot of their daughter.

Around the room we may see a framed wedding photo, the daughter as a schoolgirl, something she made at school. Things that make a family home and inform us about them.

Mum: Cajun Chicken?

Dad: She couldn't boil a ruddy egg before we left. (beat) What's she been up to?

Mum: A Party?

Dad checks the line drawn on a bottle but nothing's been touched. He looks back from his drinks cabinet to Mum and shakes his head.

Mum: What about...?

The door from the house to the garage opens to reveal Mum and Dad. The car looks immaculate.

They both have the same thought at the same time.

Together: Not the...

They burst into the dining room.

Together: Where's Scruffy!!!?

A small, aging dog with stiff legs, trots out from behind something.

Girl: Come on, get stuck in...

Mum and Dad look up see a beautifully laid dinner table, with the Cajun Chicken as the centerpiece. It looks pretty impressive.

Cut to the Cajun Chicken in all it's glory.

We watch the happy family enjoying the meal, including mouth watering close ups of the delicious food, which tastes so good that their suspicions and worries have long been forgotten.

VO: Everyone can be a great cook, with our beautifully simple recipes.

Mum: This is Delicious, darling.

Dad: You've made quite an effort.

Girl: No, it was a doddle , just Marinated Chicken, Romano Peppers and Palmer Mango.

With every ingredient Mum looks more impressed. But Dad looks more suspicious. The final ingredient is the straw that breaks the camel's back. It sounds so exotic that Dad jumps to the conclusion that she's done something far worse than he previously thought.

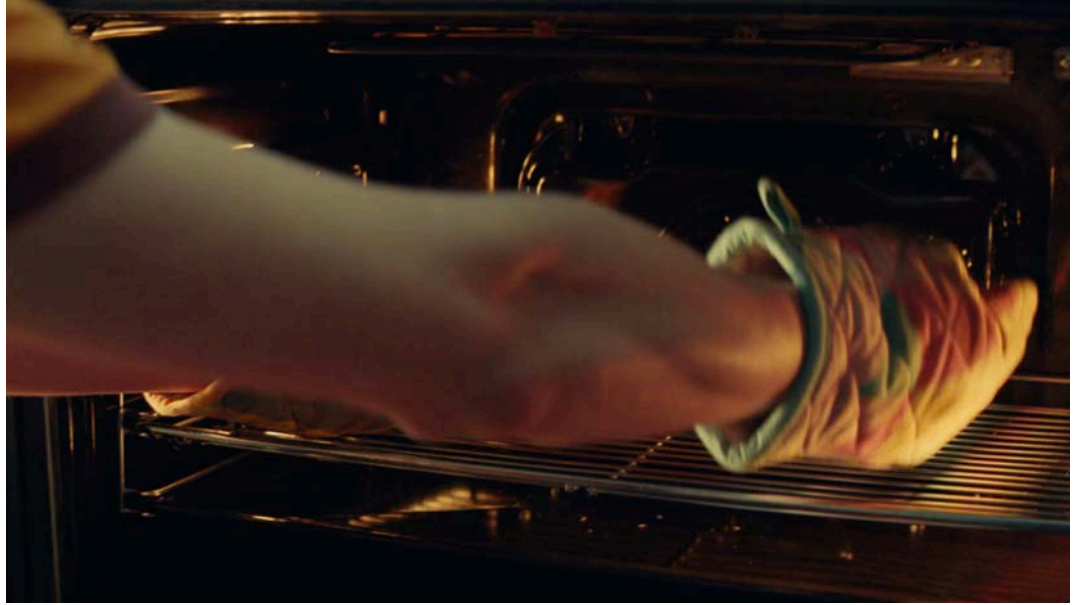
Dad: Palmer Mango!!?

Dad looks from his daughter to Mum.

Dad: She's had a tattoo...I'm telling you

TITLE: Beautifully Simple Recipes.

LOGO: WAITROSE AND PARTNERS





“After a good dinner one can forgive anybody, even one’s own relatives.”
Oscar Wilde

Waitrose - 'Working Late'

Open inside a comfortable, warm, family home.

In the kitchen a small, quiet man wearing an apron is busy preparing a meal. A chopping board, knife, measuring jug, squeezed lemons, avocado stones and a pan of rice boiling on the stove...

He hears the front door close and looks up to see his wife, in the hall. It's been raining outside. She shakes her brolly.

Wife: Oooh, something smells good.

Husband: Slow cooked beef...

As she hangs her coat she glances at the clock, then looks back at him, it's only a five to seven.

He takes the Slow Cooked Beef cooking out of the oven. It looks pretty tasty.

Cut back to his wife, now out of earshot, talking in hushed tones to her Mum on her phone in the hall.

Wife: Slow Cooked Beef.. and he doesn't get home before 6.30.

Cut to her husband, a picture of innocence in the kitchen.

Wife: It must have taken him hours.

Cut to a framed photo of them smiling on their wedding day next to picture of her and her mother.

Wife: Maybe he's lost his job?...But what about the mortgage? We'll lose the house...everything...

Her husband calls from the Dining Room.

Husband: Ready, love!!

Wife: Gotta go, I'll call later...

Cut to a mouth-watering CU of the Slow Cooked Beef Brisket salad with Sticky Rice.

The pair of them sit at the dining table enjoying the meal, which we can see is delicious.

VO: Everyone can be a great cook, with our Beautifully Simple Recipes.

As she dabs her lips.

Wife: That was delicious, I can't believe it only took you 30 minutes..

She looks to him but he's looking away lost in thought.

Wife: Is everything OK?

She gently places her hand on his to reassure him.

Husband: No, I've left...

Before he can finish the sentence she pulls him into her ample bosom.

Wife: ...I knew it!...don't worry Mum says we can move in with her...

Husband: ..the oven on.

It's both touching and awkward.

Super: Beautifully Simple Recipes.

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Alternative:

Wife:..There's something you're not telling me, isn't there?

She gently places her hand on his to reassure him.

Wife: Whatever it is, you can tell me

Her husband takes a breath and looks up.

Husband: I'm not sure about your new haircut..

His wife's face drops...

Super: Beautifully Simple Recipes.

LOGO: WAITROSE AND PARTNERS





