



## SCRIPTS

**Client:** High Tech Burrito, San Francisco, CA  
**Title:** "How To Eat A Burrito Lesson #1" (1 of 3 spots in campaign)  
**Length :**60

**Annecr:** This is your how to eat a burrito lesson brought to you by High Tech Burrito, the Bay Areas best burrito. First, take your High Tech Burrito and peel the foil wrapper in strips...

**SFX:** rippppp... (full pan l/r)

An inch or two at a time. You want to expose just enough of that hot, delicious, heart-healthy High Tech Burrito to get started. Next, simply hold you burrito upright (this could require two hands) and begin eating.

**Woman:** Ummmmmmmm.

Peel more foil as needed.

**SFX:** rippppppp...

Take a moment to realize that you have just bitten into the Bay Areas best burrito, so savor. And remember, as with any other valuable skill...

**Woman:** Oh, this is soooo good!

There is no substitute for regular practice. So, feel free to drop by any of the High Tech Burrito locations in Walnut Creek, Danville, Alamo, Orinda, Berkeley, and throughout Marin County. We use only the finest-freshest ingredients. Our High Tech Burrito philosophy is: Satisfy every customer one hundred percent.

**Woman:** Ohhhhhh. (Orgasmic!)

But, here's a warning: (phone EQ) Do not attempt to drive or operate heavy machinery while eating a High Tech Burrito. We accept no responsibility for spilled beans or salsa when you're cruising down the highway. (phone EQ out)

**High Tech Burrito...**take a how to eat a burrito lesson in person today!