

02_Sizzle60_07

Cheerful music plays.

In still images, a woman smiles as she uses a Keurig coffeemaker, then talks to a man over coffee and works at a laptop.

FEMALE NARRATOR: Every day in America, Keurig helps people greet the day with a smile and a hello...

In more images, people drink coffee at home during a birthday party, at breakfast, and while cooking.

FEMALE NARRATOR: Not just mornings, but afternoons, evenings too, making every day extraordinary.

ON SCREEN TEXT: SAY HELLO TO

A hand reaches up and presses the "O" in "Hello," which transforms into the label on a Keurig 2.0 coffeemaker. The coffeemaker appears on a countertop.

FEMALE NARRATOR: It's time to say hello to something new. Say hello to Keurig 2.0.

A woman grabs a packet of coffee and places it in the coffeemaker.

ON SCREEN TEXT: BREW A CUP

FEMALE NARRATOR: The first Keurig brewing system to brew a cup...

The woman grabs a larger packet of coffee and places it in the coffeemaker. Small text details appear. The woman presses the button on the top of the coffeemaker.

ON SCREEN TEXT: BREW A CARAFE

ON SCREEN TEXT: TOUCH OF A BUTTON

FEMALE NARRATOR: And a carafe at the touch of a button.

Two packets, one smaller and one larger, sit on a countertop. On screen text and a cup of coffee appear over the smaller packet.

ON SCREEN TEXT: K-CUP PACK
BREWS A
SINGLE CUP

On screen text and four cups of coffee appear over the larger packet.

ON SCREEN TEXT: K-CARAFE PACK
BREWS A
CARAFE

FEMALE NARRATOR: Choose a K-Cup pack to brew a single cup or a K-Carafe pack to brew a four-cup carafe.

A woman pours coffee from a carafe into a cup.

ON SCREEN TEXT: SO SIMPLE

ON SCREEN TEXT: SO KEURIG

FEMALE NARRATOR: It's so smart, so simple, so Keurig.

A hand closes the top of a Keurig coffeemaker. The coffeemaker goes transparent to show the pack inside. The lid of the pack glows and appears on an electronic display. The coffeemaker goes solid again, and the hand presses the button. A woman walks away from the coffeemaker as it makes coffee.

ON SCREEN TEXT: PERFECT
EVERY TIME

FEMALE NARRATOR: With Keurig 2.0 brewing technology, designed to read each portion pack lid to brew the perfect beverage every time.

A large variety of packet lid logos appear. The Keurig logo appears prominently.

ON SCREEN TEXT: 250+ VARIETIES

ON SCREEN TEXT: 40+ BRANDS

ON SCREEN TEXT: GUARANTEE OF
KEURIG QUALITY

FEMALE NARRATOR: Say hello to more than 250 varieties from 40 brands you know and love, all with the guarantee of Keurig quality...

In an overhead view, a variety of coffee, tea, and other drinks appear.

FEMALE NARRATOR: So you always know you're brewing the best.

A Keurig coffeemaker and rack of packets sits on a countertop while a woman sips coffee in the background. On screen text appears.

ON SCREEN TEXT: KEURIG 2.0

FEMALE NARRATOR: Say hello to the next generation of Keurig. Say hello to Keurig 2.0.