

Freshly Made Simply Frozen _Jeff

Bright instrumental music plays.

White text appears over fresh tomatoes glistening in the sun.

ON SCREEN TEXT: FRESHLY MADE
SIMPLY FROZEN

Jeff Hamilton interviews as chefs work in a large kitchen behind him. A batch of pasta spills off a roller into a metal tray.

ON SCREEN TEXT: Jeff Hamilton
President & CEO, Nestlé Prepared Foods

JEFF HAMILTON: We have a huge kitchen, very much like the kitchen you have in your house, and it's fundamentally the same process.

Hands pull open a cut tomato in a field. A bag of flour slowly pours into a large vat of tomato sauce slowly churned by metal blades.

JEFF: We start with many fresh ingredients. Most of our meals are made from scratch, and then we prepare a great meal.

Gloved hands place pasta in a metal tray moving on a conveyor. Cartons of Lean Cuisine slide out of a freezer.

JEFF: Once the meal is ready, we simply freeze it.

A split screen reveals a large metal mixer rising out of a vat of dough and dough spinning on a mixer.

ROZ O'HEARN: We call our facilities "big kitchens."

A split screen shows grated cheese sliding off a conveyor and cheese being spread across a pizza. Roz O'Hearn interviews in a large kitchen as chefs work behind her.

ON SCREEN TEXT: Roz O'Hearn
Director, Communications & Brand Affairs
Nestlé Prepared Foods

ROZ: So the same kinds of things that you would have in your kitchen, we have in our kitchen.

Trays of lasagna move along a conveyor.

ROZ: It's just, we have bigger.

The screen slides out to three images showing a chef working in a kitchen and cutting a tomato as heads of garlic and sliced mushrooms rest on a broad marble counter. The screen zooms in on the chef as the camera moves forward along the counter. A hand drops pasta into a pot of boiling water. Lucien Vendome, wearing a white chef coat, interviews in a large kitchen.

ON SCREEN TEXT: Lucien Vendome
 Director of Culinary Innovation Team
 Nestlé Prepared Foods

LUCIEN VENDOME: It starts with inspiration. We take that inspiration, translate it into what the consumer really needs.

Lucien converses with several chefs in a kitchen.

LUCIEN: It's exactly the same sauce.

CHEF: Little bit of parsley inside there.

Mary Garrison interviews in a home kitchen. A series of shots show chefs slicing and mixing vegetables. Then a chef samples a spoonful.

ON SCREEN TEXT: Mary Garrison
 Director of Technical Applications
 Nestlé Prepared Foods

MARY GARRISON: We make sure that our products not only taste good, but that they're also a good choice for the consumer.

Gloved hands scoop flour out of a large plastic bin. Pasta dough rests in a vat.

JEFF: So look at the fact that we're making our pasta from scratch, for example.

Hands lay strips of pasta on a tray. Mike Nelson interviews in a black suit jacket and white dress shirt. A chef lays strips of pasta on a scale.

ON SCREEN TEXT: Mike Nelson
 Vice President of Technical & Production
 NUSA T&P - Baking/Pizza/Prepared Foods

MIKE NELSON: We are the largest fresh pasta manufacturer in the United States for our lasagna.

A triple-split screen reveals pasta falling into a metal bin and being poured into boiling water. A woman smiles as she works. Pepperoni pizzas slide along a conveyor.

ROZ: And our pizza business, we do it the same way.

Delvis Nuñez interviews.

ON SCREEN TEXT: Delvis Nuñez
Sauce Maker, Nestlé Pizza, Little Chute, WI

DELVIS NUNEZ: I make sauce from scratch every day.

A gloved hand holds a thermometer in a large vat of red sauce. Sauce falls onto pizza dough moving along a conveyor.

JEFF: That gets directly pumped right to our lines and topped right on the pizza.

A triple-split screen reveals Hot Pockets bouncing on wire mesh and boxes of Hot Pockets moving along a conveyor. The screen zooms in on a man pouring a bucket of ingredients into a large vat of flour. Baked Hot Pockets move along a conveyor.

MIKE: Our Hot Pocket sandwiches are made with freshly produced from scratch dough.

Fresh dough moves along a conveyor, forming into the shape of Hot Pockets. Pepperoni slices spill onto a large pile of pepperoni. Creamy sauce flows in a large vat.

LUCIEN: Great dough, great meats and sauce, and voilà, you have a great sandwich.

A triple-split screen shows a man walking through a field as tomatoes are harvested and wheels of cheese sit on racks. The screen zooms in on Steve Warner interviewing in a home kitchen.

ON SCREEN TEXT: Steve Warner
Head of North American Procurement, Nestlé Prepared Foods

STEVE WARNER: We have to have the best quality, and you can only make the best quality meals if you start with the best quality ingredients possible.

Harvester machines work in an open field. A harvester scoops fresh tomatoes along a conveyor. Then the tomatoes fall into a giant bin.

ROZ: When we pick something like our tomatoes, they're harvested so that we get them at the peak of freshness so that they're nutritious and delicious.

A man examines a plant in a large field. He sweeps his hand over the tomato field.

FARMER: This is my garden. Little bit bigger than yours.

A triple-split screen shows tomatoes being harvested in a field and processed along conveyors. The man examines the tomatoes as they pass by him. The camera pans across huge vats brimming with freshly harvested tomatoes.

FARMER: From the time they're harvested to the time they're processed, it might be three--about three hours.

A truck with a sign on its door that says, "The Morning Star Trucking Company," pulls away from a loading station. George Novosel interviews in a home kitchen. The camera pans a red barn and silos on green farmland. Shredded cheese fills trays of pasta moving along a conveyor. A triple-split screen shows lasagna being processed and a woman tasting a dish as a box of Stouffer's sits on a microwave.

ON SCREEN TEXT: George Novosel
 Strategic Purchasing Manager/ North American Procurement/Nestlé USA

GEORGE NOVOSEL: Truly what Nestlé is trying to do is provide, you know, the freshest product to the consumer from farm to our kitchen.

Mary interviews in a kitchen.

MARY: The one takeaway that I'd like people to have when they talk to us about what we do in our big kitchens is that there's no magic dust; there's no secrets.

A split-screen reveals greenish-yellow liquid mixing in a large vat as a hand mixes sauce in a dish with a spoon. Dough flows into a large vat as a chef scoops dough out of a metal container.

MARY: We make food the way you would make it at home.

Green seasoning falls off a conveyor onto pizzas as a hand spreads seasoning over a pizza. Pasta falls into a vat of flowing, boiling water as hands dip dried spaghetti into a pot of boiling water.

JEFF: At the end of the day, we're making great food that's freshly made and simply frozen.

Roz interviews as chefs work behind her in a large kitchen.

ROZ: It's freshly made, simply frozen.

Images of fresh vegetables intersect across the camera, and white text appears.

ON SCREEN TEXT: FRESHLY MADE
 SIMPLY FROZEN

The screen fades to white text on a bright green background, then fades to black.

ON SCREEN TEXT: For more information:
 www.freshlymadesimplyfrozen.com