

<p>INTRO TEASER</p> <p>STYLE EDGY & ON PURPOSE</p> <p>CU – OUR HOSTESS – SUSIE FISHBEIN</p> <p>MED- CUSTOMER</p> <p>SERIES OF QUICK CUTS -</p> <ul style="list-style-type: none">■ MEATS ■ CHEESES ■ SUSHI ■ PRODUCE ■ VALET SERVICE <p>STOCK FOOTAGE – FOOD PROCESSING PLANTS</p> <p>MEAT INSPECTIONS</p> <p>FOOD SAFETY REGULATORS</p> <p>TITLE SEQ: “KOSHER UNLEASHED”</p>	<p>(Cool, hip music)</p> <p>SUSIE</p> <p>Hi, I’m Susie Fishbein – I’m a chef, a writer and I love cooking kosher. We’ll begin this new series KOSHER UNLEASHED in the middle of an industrial community at what has set the bar for kosher food standards and is quickly becoming the Mecca for foodies everywhere.</p> <p>(VO)</p> <p>Imagine a place that has...</p> <p>-- a world class meat section featuring the tastiest cuts around</p> <p>--the world’s largest kosher collection of handcrafted cheeses</p> <p>--incredible surprises like great sushi</p> <p>--an expansive collection of the freshest produce showcased in one location</p> <p>--curbside personal parking service</p> <p>Despite decades of steady progress, the fact of the matter is the quality of our nation’s food supply has not improved over the past 3 years.</p> <p>For this reason, the promise of a higher standard of food safety and healthy eating is attracting more and more people to kosher food.</p> <p>(SHOW THEME MX)</p>
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<p>FADE IN:</p> <p>MED – SUSIE FISHBEIN</p> <p>MISC. CLIPS OF PEOPLE-OFF-THE-STREET ANSWERING QUESTION</p> <p>MED – SUSIE FISHBEIN</p> <p>SEQUENCE OF PHOTOGRAPHS</p> <p>B-ROLL SHOPPERS</p> <p>ECU – PARVE LABEL</p> <p>MED CU - SUSIE</p> <p>AS SHE HOLDS UP A CAN WITH KOSHER LABEL ON IT</p>	<p>SUSIE (ON-CAMERA) So What is kosher food any way?</p> <p>[sound bites with several randomly selected people-off-the-street answering the question: What is kosher food?]</p> <p>(ON-CAMERA) Strictly speaking kosher means simply “fit to eat” and in modern terms it mean prepared according to Jewish religious practices and the highest standards of food safety. Sure the technician supervising the food is a rabbit but he is also an expert in food handling and preparation. Actually, a very small percentage of those buying people buying kosher do it for religious reasons.</p> <p>(VO) For the shopper, it means purity of ingredients. For example, the “parve” label means without a doubt there’s no meat or dairy product or by-product.</p> <p>(ON-CAMERA) The “kosher” reputation is stretching into all areas of the food industry and; with a brand recognition synonymous with integrity, reliability and purity...</p>
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<p>B-ROLL SHOPPERS AT DIFFERENT GROCERY STORES</p>	<p>(VO) ...it's easy to see why so many people are buying kosher.</p> <p>At your average grocery store, 40 percent of the food sold has a kosher symbol on it.</p>
<p>EXT. POMEGRANATE STORE FRONT</p> <p>SUSIE IN THE FOREGROUND WITH POMEGRANATE BUSY WITH SHOPPERS IN THE BACKGROUND</p>	<p>(ON-CAMERA) Here we are in the Midwood Community of Brooklyn New York at what has really become the epicenter of Kosher Unleashed... it's a store known simply as Pomegranate.</p>
<p>INT. POMEGRANATE</p> <p>SUSIE PUSHES A SHOPPING CART UP TO A DISPLAY OF SPECIALTY ITEMS</p>	<p>Pomegranate is one hundred percent kosher and offers a truly one-of-a-kind one-stop shopping experience. There's everything from hard-to-find gourmet specialty items...</p>
<p>NEW ANGLE – SUSIE PICKS UP A PRE-PACKAGED PRODUCT</p>	<p>...to traditional pre-packaged goods. Each department of this spectacular store offers an unparalleled selection of groceries. Let's take a look!</p>
<p>MONTAGE SEQ.</p> <p>--PRODUCE</p> <p>--BAKERY</p>	<p>(VO) --The Produce Section will knock your socks off. I mean it's a showcase and <u>breathtaking!</u> --there's a very busy on-site bakery with a full selection of breads, challah, and a delicious variety of exquisite cakes, pastries and desserts.</p>

<p>(MONTAGE SEQ. CONT.)</p> <p>--BUTCHER SHOP</p> <p>--APPETIZERS</p> <p>--CHEESES</p> <p>--FISH</p> <p>WIDE – SUSIE SITS AT THE SUSHI BAR</p> <p>VINTAGE PHOTOGRAPHS</p> <p>STOCK FOOTAGE OF 1930’S IMMIGRANTS</p> <p>MORE PIX OF ABRAHAM AND HIS BUSINESS VENTURES</p>	<p>(VO) cont.</p> <p>--the full service butcher shop ... You won't find better meats or aged beef any where else in the world</p> <p>--The Appetizers? You'd have to go to Israel to find anything close to this complete selection of olives</p> <p>--Specialty cheeses are imported or hand-crafted in Pomegranate's very own Dairy Kitchen</p> <p>--The luscious fish offering is hand selected every morning at the fish market and includes the kind of sushi bar that would make a samurai envious.</p> <p>(On-Camera)</p> <p>Wait! Sushi? Can gourmet sushi be kosher? Yes it can and...</p> <p>(taking a bit)</p> <p>O' These fresh raw creations literally melt in your mouth.</p> <p>(VO)</p> <p>Pomegranate is the brainchild of Abraham Banda – a refugee from war torn Europe who has built everything on a strong work ethic and a good head for business. He wanted to transform the chore of shopping for groceries into a fun exciting experience.</p>
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<p>WIDE - SUSIE ONE OF THE KITCHEN AREAS IN THE DISTANT BACKGROUND</p> <p>MED 2 SHOT – ABRAHAM WALKS WITH SUSIE FISHBEIN THROUGH THE EXTRA WIDE AISLES AND LEADS US TO ONE OF THE KITCHENS.</p> <p>ABRAHAM GIVES SUSIE A TOUR THROUGH THE KITCHENS</p> <p>SHOWING SOME OF THE FOOD BEING PREPARED WITH FRESH NATURAL INGREDIENTS</p> <p>CHEFS WORKING IN THE KITCHEN ECU – FRESH ROSEMARY & THYME</p>	<p>(On-Camera)</p> <p>Some of the things that make Pomegranate unique are its three separate kitchens staffed by incredible gourmet chefs.</p> <p>(VO)</p> <p>Abraham told me their purchasing manager Yoly Schoenfeld scours the world for the best foods. If it's not kosher, they'll make it kosher. He then took time to give me a guided tour of this culinary treasure island.</p> <p>[ABRAHAM'S GUIDED TOUR WITH SUSIE FISHBEIN]</p> <p>(VO)</p> <p>Designed on the idea that a healthy customer is a happy customer, Pomegranate has its own recipe to insure foods are kosher, flavorful and taste homemade. The fundamental ingredients? State-of-the-art kitchens and specialty chefs using fresh natural ingredients.</p>
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<p>ABRAHAM & SUSIE IN THE MEATS KITCHEN</p>	<p>ABRAHAM BANDA (quasi-ad lib) Take our meats, for example. They come from a special slaughterhouse in the Midwest known for its superior quality. The same goes for the specialty markets where we buy the best freshest quality fish. It is difficult to explain the differences in meat, fish and poultry, but you can actually see the difference. Of course, the ultimate clincher is the taste.</p>
<p>INT. KITCHEN CHEF DAVID or CHEF MEIR PREPARING DISHES FOR SHABBOS</p>	<p>(VO) Abraham believes that having their own kitchens is the only way to give customers products that are prepared like homemade</p>
<p>CHEF DAVID</p>	<p>foods. Chef David who prepares the dishes for Shabbos and the Yomin Tovim comes from a family that has been preparing these traditional foods for 3 generations.</p>
<p>CU - CHEF CAUGHT NOSHING</p>	<p>CHEF #1 (eating, then to CAMERA) Quality Control...</p>
<p>WIDE - CHEFS IN THE KITCHEN</p>	<p>CHEF #2 (quasi ad-lib) We believe even the best can be improved upon. We're constantly experimenting with new ideas, often using suggestions from the customers to improve a dish.</p>

<p>CU – NOSHING AGAIN</p> <p>[Abraham interacting with customer]</p> <p>CERTIFICATES OF APPRECIATION</p> <p>PHOTOS</p> <p>HOME VIDEOS</p> <p>GRAPHIC: HATZOLAH MEANS “RESCUE” OR “RELIEF”</p>	<p>CHEF #1 (to CAMERA)</p> <p>Yeah, we have to taste everything... one of the fringe benefits.</p> <p>[Abraham interacting with customer]</p> <p>ABRAHAM BANDA (VO)</p> <p>I have had the good fortune of having a certain amount of success in business and that carries a responsibility to give back to the community. And our responsibility to our customers – whom we love come from this community of people... a community that we’re very much a part of...</p> <p>SUSIE (VO)</p> <p>Giving back is a core value of Pomegranate and a visitor sees examples of this in many ways.</p> <p>In the first year of business, Pomegranate has sponsored a number of charitable events including Hatzolah – a non-profit organization that was founded in Brooklyn.</p>
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<p>CU – ABRAHAM BANDA</p> <p>MONTAGE SEQ. – EMPLOYEES ON THE FLOOR, STACKING, INTERACTING WITH CUSTOMERS, WORKS AT THE TAKE – OUT DELIVERING ORDERS TO HAPPY PEOPLE</p>	<p>SUSIE</p> <p>The domain name for this amazing store is THE POM PEOPLE and it is very fitting.</p> <p>Pomegranate is all about the people...on both sides of the counter.</p> <p>ABRAHAM BANDA</p> <p>The other day a customer walked out with a big order, and I said, “Thank you for choosing Pomegranate. And she said, “I want to thank Pomegranate for choosing me. I’m working for people like that.”</p> <p>SUSIE</p> <p>(VO)</p> <p>Nothing in the creation of this store happened by accident and that’s certainly true of the 150 employees – all of whom were personally selected for their ability to contribute to the Pomegranate family.</p>
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<p>SEQ. THE APPETIZER CHEF – JACOB GLAUBER</p> <p>PHOTOGRAPHS</p> <p>CUSTOMER RECEIVING ORDER OVER THE DELI COUNTER.</p>	<p>SUSIE (ON-CAMERA)</p> <p>The Pomegranate family continues to grow and, after more than a year of being in business, no one has ever been fired. And although the code to work by is “everything better” and there is a real drive for constant and never-ending improvement (I mean you can feel it when you walk into the place), it’s still a highly personable and warm culture where, despite the abundant level of culinary talent, egos never get in the way of making things better.</p> <p>SUSIE (VO)</p> <p>Take for example, the Appetizer Chef Jacob Glauber. He grew up in the business of creating amazing mouth-watering appetizers. His father and grandfather have been appetizing for 40 years.</p> <p>Still, he’s always open to new ideas and learning new and better ways to create amazing appetizers. If a customer suggest a way to prepare a dish and it’s better, he’ll happily incorporate it.</p>
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<p>B- ROLL OF CHEF JASON BECK WORKING & INTERACTING WITH THE OTHER CHEFS</p> <p>CHEF BECK INTERVIEW CLIP</p> <p>WIDE – CHEF BECK WORKING WITH OTHER CHEFS</p> <p>DAVID PREPARES A SHABBO DISH</p> <p>JACOB GLAUBER MAKING CHEESE</p> <p>CU – JACOB PUTTING THE FINISHING TOUCHES ON AN APPETIZER</p> <p>BEAUTY SHOT OF APPETIZER DISH</p> <p>ANGLE ON MECHE</p> <p>GRAPHIC: A.K.A. - THE MAN</p>	<p>(VO) cont.</p> <p>Jason Beck is Pomegranate’s Executive Chef. He received his formal education at some of the world’s top culinary schools and has worked along side some of the greatest chefs who ever lived.</p> <p>[insert sound bite with Chef Beck answering the question, “Why work at Pomegranate’s when he could have his pick of fancy 5 Star restaurants?”]</p> <p>(VO) cont.</p> <p>Chef Beck leads an extremely well staffed group of professionals that includes the fabulous David Tirnauer on Shabbos cuisine and the awesomely talented Jacob Glauber on salads, dips and cheeses. Each of them committed to their craft and paying a great deal of attention to every detail. Working together, they invest a lot of time in selecting only the finest and freshest ingredients. The result? The most delicious dishes you’ll ever taste.</p> <p>There’s Mechi – the Deli Guy -who takes the time to know every customer by name. To him, there’s more to a good deli than the quality of the food.</p>
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<p>B-ROLL SHOWING MECI INTERACTING WITH OTHERS.</p> <p>GRAPHIC: JJ THE FISH GUY 3 KIDS* FAVORITE SPOT IS BASEBALL</p> <p>INT. FISH MARKET JJ MAKING HIS DAILY SELECTION</p> <p>INTERVIEW WITH JJ</p>	<p>(VO) cont.</p> <p>It's about their family connection. Believing that charity begins with what you love (in this case FOOD!), he helps wayward teens by feeding them both spiritually and physically. The rest of the time he's out to debunk the myth that you can't mix work with pleasure.</p> <p>[Interview Mechi]</p> <p>(with each Chef Interview, tape them giving a tour of their kitchen and have them show how they make one of their house specialties and how they select their ingredients)</p> <p>(VO) cont.</p> <p>There's JJ – who knows everything there is to know about buying the best fish to the best ways to handle and prepare it. At 4 o'clock every morning he visits the fish mart to handpick the choicest selections.</p> <p>[Interview JJ – be sure to ask him for pointers on selecting the best and freshest fish]</p>
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<p>B-ROLL JJ & HIS CREW CLEANING UP THE FISH DEPARTMENT AFTER A BUSY DAY (FAST MOTION)</p> <p>WIPE PAN TO:</p> <p>PERFECTLY CLEAN AREA</p> <p>WIDE – JJ TURNS LIGHT OFF</p> <p>SHLOIME & GAFUR</p> <p>GRAPHIC: THE WALKING PRODUCE BIBLE IF IT GROWS THEY KNOW ABOUT IT!</p> <p>3-D GRAPHIC: - GAFUR</p> <p>3-D GRAPHIC – SHLOIME ECKSTEIN</p> <p>GRAPHIC: SHLOIME KNOWN AMONG HIS CO-WORKERS AS THE LIBRARIAN</p>	<p>SUSIE</p> <p>(VO) cont.</p> <p>His passion for fresh fish is equaled by his commitment to cleanliness. His department doesn't smell like fish because he and his crew scrub it down every night before going home.</p> <p>Shloime Eckstein and Gafur are the guys responsible for the incredible produce.</p> <p>Gafur is a Turkish Immigrant, has land back home where he has olive groves, 13 Pomegranate trees and loquat trees in abundance. As a Muslim who follows the Halal laws rigorously, he greatly values the kosher experience at Pomegranate and is one of its best customers.</p> <p>Shloime commits himself to on-going learning. A father of 4 kids, he appreciates the importance of offering tasty produce packed with nutrition.</p>
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<p>B-ROLL</p> <p>ABRAHAM BANDA</p> <p>A TYPICAL WORK DAY MORNING</p> <p>LEAVING HIS HOUSE</p> <p>ARRIVING TO WORK</p> <p>GREETING THE STAFF</p> <p>GREETING THE CUSTOMERS</p> <p>MONTAGE OF REAL CUSTOMER REACTIONS</p> <p>CU – VARIETY OF LICENSE PLATES</p> <p>WIDE – BUSY VALET PARKING</p>	<p>ABRAHAM BANDA</p> <p>(VO)</p> <p>I've always been blessed with a good business sense. It served me well when I was a stock broker, and it serves me well in the grocery business. Where others see only problems, I see possibilities.</p> <p>When people heard I was planning to open an upscale store in a downward spiraling economy, many told me it wouldn't work. But I know that if you give people a great product they will respond... every time.</p> <p>[insert sound bites from random interviews with Pomegranate customers sharing their experience shopping and why they come back]</p>
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WIDE – BAKERY

MOVE IN ON SUSIE AS SHE’S SAMPLING
SOME OF THE FOOD

SUSIE

(ON-CAMERA)

And there you have it! A glimpse into food
heaven right here on Earth and Brooklyn no
less! Who would know?!

This is Susie Fishbein and join us again for
another adventure with KOSHER
UNLEASHED.

(an aside to someone behind the
counter)

Can you really make that kosher?!