Draft Script – Frecipe Infomercial

{Storyboard number} | [Estimated duration of voiceover]

**Draft v1 – Funny informercial style**

[Voice over]

{1} Are you tired of having food in your fridge that you just don’t know what to do with? [0:03:43]

{2} Are you hungry for something but just can’t make up your mind? [0:03:54]

{3} Do you find yourself accidentally ruining your roasts and disguising yourself as stretching your calves on the windowsill? [0:05:72]

{4} There’s got to be a better way! [0:02:19]

{5} Introducing ‘Frecipe’, a new way to decide on your next meal! [0:03:64]

{6} Frecipe downloads to your mobile device or desktop computer from all leading app stores and simplifies your meal choices by assessing what foods you have in your house and suggesting recipes you can cook using only ingredients you have! [0:10:64]

{7} With its sleek design and modern interface, you’ll find Frecipe a breeze to use. The built-in help function makes using the app simple with plain English explanations of how to perform tasks. [0:09:24]

{8} The main attraction of Frecipe is its ability to smart scan your fridge (and pantry!) meaning the addition of items to your stock within the app is simplified. You can also manually add or remove items if required. [0:11:00]

{9} Is your fridge looking a little bare? Not to worry! Frecipe, if it can’t suggest any recipes using only what you have, will then suggest recipes requiring minimal additional items! [0:08:01]

{10} Whether it’s baking, breakfast, lunch, dinner, high tea with the girls or a BBQ with the lads, Frecipe has you covered! [0:06:19]

**Draft v2 – formal infomercial style**

Hi, and welcome to an infomercial about a great new app on the market; Frecipe.

Frecipe has been designed to alleviate the indecisiveness of meal choices worldwide. The app can be installed on and integrate with your smart fridge for optimal use – otherwise can be downloaded and installed from the Play Store, App Store and Microsoft Store.

Frecipe has the following main capabilities;

* Smart Stock monitoring,
* Inventory tracking,
* Recipe suggestions, and
* Social media integration.

The Smart Stock monitoring keeps track of perishables based on their average lifespan and/or use by date, meaning you can plan meals in advance and have confidence you will have the ingredients.

Inventory tracking can let you know when you are running low on items of your choosing along with common items like bread and milk. This helps ensure you know when to pop down to your local shops for key items or can be used anywhere such as whilst you are at the shops to check what things you may need but have forgotten. No more return trips back to the shops!

Recipe suggestions are the main attraction of Frecipe. Unlike other apps that simply provide recipes and maybe integrate with supermarket online shopping to buy things you need – Frecipe will analyse your stock items and make suggestions based on what you have! If you simply have no recipes viable, Frecipe will make suggestions including items you will need to purchase.

Social media being a big part of many people’s lives lets us all share with each other. Frecipe can integrate with your favourite social media platforms such as Facebook or Instagram to allow seamless sharing of what’s on the menu! If using a device with a camera, you can also snap up a shot of the finished meal and share with your friends right from the app!

So why not give Frecipe a try now? Available from the Play Store, App Store and Microsoft Store free of charge!