

Butcher

Format: Radio Ad

Length: 60 seconds

[SFX: Sizzling meat on a grill, faint background hum of a bustling shop]

ANNOUNCER (warm, confident tone):

Tired of mystery meat? Return to *real food* at **Miller's Butcher Shop**, where every cut is local, traceable, and hand-trimmed by folks who know their ribeye from their round!

[SFX: Knife chopping, doorbell chime]

ANNOUNCER:

From Monday's meatloaf to Saturday's steak night, Miller's has you covered. Grass-fed. Grain-finished. And never—*ever*—pumped full of water.

[SFX: Sizzle crescendos, then fades]

ANNOUNCER:

So skip the plastic-wrapped gamble at the supermarket. Come meet your meat at **Miller's**, just off Main on 5th. Open six days a week. Closed Sundays—because we're grilling.

[VOICEOVER - fast legal tag:]

Miller's Butcher Shop. Proudly feeding your family like it's our own.