

# Butcher #2

*Format: Radio Ad*

*Length: 30 seconds*

**DAD (warm, casual):**

Long weekend? Gotta be Miller's Meats. Local beef, raised humanely, handled right—tastes *nothing* like grocery store stuff.

**[SFX: Flip of a steak, louder sizzle]**

**DAD:**

I know where my meat comes from. I trust it. And my kids? Even the picky eaters come running.

**[SFX: Kid: "Is it ready yet?"]**

**DAD (smirking):**

Almost, buddy. Miller's Meats—on 5th and Main. Closed Sundays—because we're grilling.