

Make More :15

Delicious/Taste

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SUPER:
Make Krusteaz.

Set against an indeterminate background; feeling some sense of softly focused wood grain and late day natural light flowing through, we open close on our box of Krusteaz, which is being lifted through frame.

The Krusteaz box tilts, and as the mix begins to pour, like a theme park ride, we begin to descend along with the mix, flowing down towards an old glass mixing bowl, scarred with the marks of a million whisks. As the mix lands into the bowl and we follow, little explosions send puffs of the mix skywards around us on all sides.

SUPER:
Make their favorite.

A tightly cut montage. With our camera descending on each shot, moving from screen left to right we see a banana peeled, while from screen right to left, we see a tactile, organic scoop of peanut butter is scooped as two kids look on.

The kids are barely visible, their eyes just above a countertop. Their eye-lines shift simultaneously, mimicking the left/right, right/left movement of the two previous shots.

On the third movement of their eyes - making use of the rule of threes here - they look in the direction of a skillet, where batter is being poured.

SUPER:
Make it cheesy

Folding a steaming, cheese filled crepe, and sprinkling a garnish of parsley, plating it and readying it for serving is one of the most sumptuous finishing steps in all of cooking. Let's add to this sexiness with a voyeuristic camera move, descending and playing peek a boo - perhaps sneaking in from behind some of canisters lined up on the countertop, between the camera and the plate.

SUPER:
Make it bacon