

P.F CHANG ASIAN TABLE V.7

BY

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1. EXT. COVENT GARDEN - DAY

A group of youthful diverse people are travelling through COVENT GARDEN. They are cool-ly dressed. A cool blues track plays loudly, we can hear the sounds of people and the hustle and bustle of London. We lose focus on the crowd and focus on a particularly interesting looking individual. Everything slows down. A gravelly voice starts talking - he shows signs of a heavy drinker and smoker - a rock 'n' roll type.

V.O

- 1 So this is Leicester Garden... The heart of London's West End.
 (pause) Some might say its a vibrant melting pot of culture, others might say its an international tourist trap. But it looks like someone's decided to open a new restaurant here.
 (pause)I wonder who.

2. EXT. P.F CHANG - DAY

We see a montage of shots of outside the restaurant, we finally see the logo of the P.F CHANG's restaurant.

V.O

(wryly)

- 1 Oh, P.F Chang. That old dog. Let's nose around inside a bit...

V.O

(Alternative)

- 2 Oh, P.F Chang, well that means nothing to me. Lets look inside.

Hyperlapse in and fast paced musical montage of the interior, whip pan shots of each part of the restaurant.

3. INT. P.F CHANG - DAY

V.O

- 1 Hmm, fancy. But why here?

Talking heads from the staff:

STAFF MEMBER 1

- 2 Covent Garden is such a cool place.

STAFF MEMBER 2
3 It's London's restaurant capital.

STAFF MEMBER 3 / SIMON
4 People flock here from all over
the world and we thought that this
would be the perfect place to
bring the culture of Asian cuisine
to one of the world's best loved
cities.

V.O
5 Ok, so what you're saying is that
British food is a bit crap and
you're here to spice it up a bit?

INTERVIEWEE (STAFF MEMBER 1,2,3)
6 Noooo.

INTERVIEWEE
7 No. But yes.. *Fish and chips
reference*

V.O
8 So what's this place all about?

Series of shots quickly together of the restaurant.

4. INT. P.F CHANG - MAIN SEATING AREA - DAY

SIMON SMITH - RESTAURANT MANAGER
1 P.F Chang is all about the
people...

A series of shots of the staff smiling into camera (super slow mo) with 'The People' written on screen in a nice hand-written font. Sound design of people laughing and talking in the background. - Whip away with sound design of the next subject slowly building. We hear sounds of food getting prepared.

5. INT. P.F CHANG - RESTAURANT - DAY

ED ABDALLAH - HEAD CHEF
1 It's all about the food...

We hear the sound of food being prepared and a distant chopping. We see a shot of the chef using a meat cleaver cutting meat. A series of shots of the food, hot pans sizzling, things coming out of the oven, dim-sum being prepared. Extreme wide of the restaurant area dimly lit with ED ABDALLAH, stood at the bar under a light - 'The Food' is written in the middle of the screen in the same font as the previous shot. We hear talking and laughing, cocktail shakers etc...

6. INT. P.F CHANG - BAR - DAY

INTERVIEWEE (STAFF MEMBER 1,2,3)

1 It's all about the bar...

Shots of cocktails, beers etc. all in one spot, we cut between them to show how many the restaurant make. Slow-mo shots of cocktail shaker. - 'The Bar' is written in the middle of the screen in a nice font - whip away with sound design of the design section building (think grand music - w/ rock influence).

7. INT. P.F CHANG - MAIN SEATING AREA - DAY

REBECCA - INTERIOR DESIGNER

1 It's about the design.

Cut to gimbal/moving shots of the architecture, slow panning shots of the marble, the wooden barrels, the golden vinyl. 'The Design' written on the screen in a nice font - whip away with sounds of the bakery.

8. INT. P.F CHANG - BAKERY - DAY

HELEN CLARK - PASTRY CHEF

1 It's about the bakery.

Shots of the bakery, we see the baker kneading some dough and we see bread rising. The bread is taken out of the oven and sliced. 'The Bakery' is written on screen in a nice font - whip away with sounds of the farm.

9. EXT. LOCAL FARM - DAY

PAUL BUCKLEY - TRAYMOOR

1 It's about the locally sourced produce.

The farmer, PAUL, smiles into the camera with animals, try a variety of animals, a farmer runs their hands through herbs and plants. 'Locally Sourced Produce' is written on the screen. Whip away.

10. INT. P.F CHANG - DAY

Shots of the restaurant.

V.O
1 Hmm, all sounds good so far...
 What's the catch?

V.O
2 Sounds good so far... Now all this
 place needs is an interesting back
 story.

Talking heads with Simon Smith. NB(OPTIONAL): In reference to 'What's the catch' - Today we have freshly caught cod.. something along these lines - think fish pun.

SIMON
3 (OPTIONAL)It's funny you should
 say that... *STUDIO 51 Reference*

SIMON SMITH - RESTAURANT MANAGER

Talks about the history and large musical influences. Studio 51 + Jazz.

PHILIP CHANG

Talk about the history and large musical influences. Studio 51 + Jazz.

NB: WE WANT TO CUT BETWEEN SIMON AND PHILIP. *SIMON LEFT OF SCREEN*

11. STOCK FOOTAGE - OF ROCK 'N' ROLL INFLUENCES

V.O
1 Rock 'N' Roll Baby

SIMON SMITH - RESTAURANT MANAGER
2 The people here are one of a kind.

STAFF MEMBER 1
3 Yeah, we're pretty awesome!

SIMON SMITH - RESTAURANT MANAGER
4 We make it feel alive, human.

ED ABDALLAH - HEAD CHEF
5 Comment about the staff and culture, we're passionate about what we do.

V.O
6 Enough chit-chat, lets have a taste of the food.

12. INT. P.F CHANG, RESTAURANT - DAY

Shots of the food

ED ABDALLAH - HEAD CHEF
1 PF Chang has a history of fantastic food. We pride ourselves on proviing new innovative meals... -Made from scratch - Raw ingredients.

Shots of fresh vegetables, fruit being squeezed and meat sliced.

ED ABDALLAH - HEAD CHEF
2 Handmade, always fresh

Top down shots of dishes being put on the bar, chef wiping spillage etc...

ED ABDALLAH - HEAD CHEF
3 The dishes are all very nutritious.

Shots of vegetables and herbs etc...

V.O
4 *Herb puns* All this cooking takes so much thyme.

STAFF MEMBER 2
5 The chefs are the masters of the wok, everything is delicately handmade, everything is based on a love for quality, new specifically made menu itesm, smaller, refined dishes, every type of flavoure to suit your palate, breakfast and brunch options.

13. INT. P.F CHANG, RESTAURANT - DAY

End with a plate of food being taken out of the kitchen, GOPRO - POV, from a steaming plate of food. We cut to a gimbal shot as the waitress holding the plate of food passes by the bar. We gimbal into an establishing shot of the bar. Cut to beauty shots of the bar... sound design.

V.O

- 1 Ahh, this is more my scene. The beer.. bar. Go on, tell us what's special about the bar.

SIMON SMITH - RESTAURANT MANAGER

- 2 The bar features some interesting influences from its rock and roll past. Interestingly we have gold vinyls on the wall because...

Cut to rock 'n' roll music and stock footage. *what is this going to be *

SIMON SMITH - RESTAURANT MANAGER

- 3 We also stock this bottle of wine that I love called 'Kung Fu Girl'. And the reason we stock it is because of its rock and roll roots, like ours; plus it tastes great.

Shots of drinks, water beads running down the bottles. Cracks open the beer.

STAFF MEMBER 3

- 4 The best trend setting bar, unique cocktail menu, bar + lab.

Loads of flaring shots CUS of orange peel being lit in macro CU.

14. INT. P.F CHANG - BAR - DAY

SIMON SMITH - RESTAURANT MANAGER

- 1 Now we stock this champagne because even though it's French and we're in a Chinese restaurant there's something very british about it.

SIMON grabs bottle of champagne. Shots of champagne bottle.

SIMON SMITH - RESTAURANT MANAGER

- 2 - SIMON talks about the churchill anecdote.

V.O

- 3 *To react upon Simon's comments*

Stock footage of Churchill. Bottle of Champagne is opened.
ECU of the champagne flowing.

15. INT. P.F CHANG - RESTAURANT - DAY

V.O

1 Ok so I'm guessing you're gonna
tell me that you wanted the
interior design to be seductive
and classy at the same time.

REBECCA - INTERIOR DESIGNER

2 We wanted the restaurant to be
seductive and classy at the same
time.

15A. INT. P.F CHANG - DAY

Panning shot of the mural, pauses, double take.

V.O

1 Okay I see where you're going with
th... Is that vandalism or is that
art? I never know these days.

KRISTEN

2 It's art!

SIMON

3 *Talk about the creation of the
mural* *specifics*

KRISTEN

4 *Talk about the mural - more
generally*

V.O

5 *Insert witty comment*

16. INT. P.F CHANG - BASEMENT / SEATING AREA - DAY

Shots of leather sofas and bare brick.

REBECCA - INTERIOR DESIGNER

1 You can see that we've got leather
sofas next to bare brick wall I
think it looks divine... I want
our customers to be taken in by
not just the food and the
atmosphere but be blown away by
the complimentary decorum of the
space.

V.O

2 Okayyyy.

17. INT. P.F CHANG - RESTAURANT - DAY

ED ABDALLAH - HEAD CHEF

1 As part of our ethos we make sure that all of our produce is locally sourced.

Comments from, PAUL BUCKLEY - TRAYMOOR, SUE - TRUE WORLD FOODS, JIMMY CHUA - CHUNGALEE, Traymoor LTD, True World Food (Seafood) and Chunaglee (oriental), local suppliers, fresh produce. Shots of farm, talking head shot with PAUL.

PAUL BUCKLEY - TRAYMOOR

2 We are based in Hackney and we provide the pork for P.F CHANG's.

V.O

3 After a hard day picking chives there's nothing I crave more than a buttered crossiant.

18. INT. P.F CHANG - BAR - DAY

Shots of the bar

SIMON SMITH - RESTAURANT MANAGER

1 We have beers from micro breweries all over London.

CLEVER TRANSITION
TO THE BAKERY.

19. INT. P.F CHANG - BAKERY - DAY

Shots of the BAKERY.

HELEN CLARK - PASTRY CHEF

1 Everything is freshly made,
straight out of the oven, open
pastry kitchen making you feel
part of the process and you can
literally smell the goodness as
you walk in. It's a very
interactive setting, you can have
a friendly chat with the pastry
chef and the customers whilst
preparing food. The desserts are my
favourite fusion of asian and
british cuisine. They are
classically British but have asian
flavourings. Another favourite is
'Taste Of Asia' Ice Cream. The
'Zen Garden' Dessert is a great
example of a Chinese Garden. Oh
and lets not forget the
cheesecake!

V.O

2 Wow, a whole lotta food. The food
sounds good but heavy!

KRISTEN

3 Well you'll actually be surprised
our restaurant features:

KRISTEN

4 Nutritious Asian Cuisine, Amazing
atmosphere, Beautiful interior
design, 'Taste Of Asia' Ice Cream,
Kung Fu Girl Beer, Historic Venue,
Wonderful people

ED ABDALLAH - HEAD CHEF

5 Fresh Local Ingredients, *Insert
name of a few unique cocktails*,
Insert name of signature dish

SIMON SMITH - RESTAURANT MANAGER

6 We've got a strong collection of
inspiring people who are the
masters of their craft and are
working together to run a truly
authentic restaurant here in the
west end and I think that's just
brilliant.

V.O

7 Well, this sounds terrific. Grab
me a bottle of the Kung Fu Girl
beer and a few dumplings. This
voice over work is exhausting.
Damn.

END SOUND CRACKING
BEER OPEN, STOCK
FOOTAGE 'VIBE'
STYLE SHOT.