

Bertolli
'Downhill Fast'
30 seconds TV



Open on brief establishing shot of a beautiful Mediterranean landscape on a hot and sunny day, with hills and olive groves in view.

Music under: Mediterranean folk music (not too lively at this point)



Cut to an elderly man walking with some urgency along a rough track past one of the olive groves. He is pushing along an empty wheelchair.



In the olive grove he is passing, an elderly woman is up a ladder picking olives from a tree. She notices the man pushing the empty wheelchair, and (since she evidently knows him) calls out and gives him a wave.



The man acknowledges her with a wave, but does not stop.



The woman shouts out to him in Italian and a translation of her words appears as a super.

Super: Where are you going with that?



The man calls back, and his translated words appear as a super.

Super: It's for Paolo.

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As the man hurries on his way, the elderly woman looks alarmed. She mouths the name 'Paolo!' and reaches into her pocket for a mobile phone.



With two quick cuts, we see two other elderly women in other rustic locations taking a call or a text on their mobile phones. Both of them look alarmed and exclaim 'Paolo!'

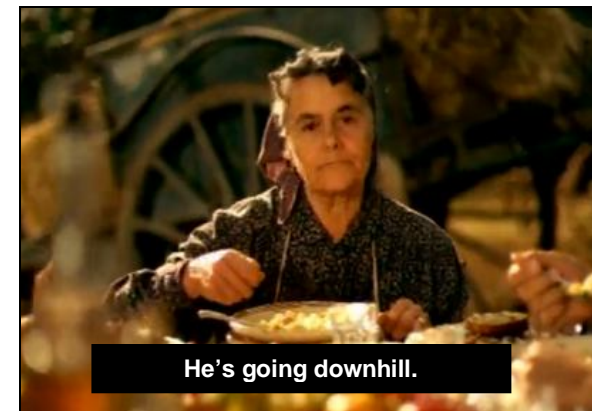


We cut to the exterior of a farmhouse. Another elderly woman is setting out food on a table in preparation for an alfresco lunch. It's a delicious-looking spread of fresh fish, vegetables, bread and Bertolli spread.



The three elderly women we saw earlier rush up together, all looking concerned. One of them speaks, slightly breathless.

Super: Paolo... is Paolo OK?



The woman laying the table replies in a matter-of-fact way.

Super: He's going downhill.

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This alarms the other three women even more, but then the woman laying the table points in the direction of a large slope.



The three visitors turn to look...

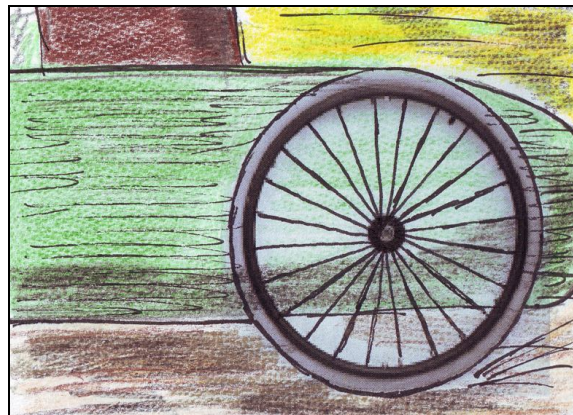


...and like us, they see the elderly Paolo and the man we saw pushing the wheelchair travelling at speed down a slope in a home-made soapbox cart.



Both are wearing old-fashioned crash helmets. They are laughing and having a great time.

**Music under: Faster, livelier
Mediterranean folk music**



We see a close-up of the wheels on the cart and should realise that these came from the wheelchair.



To make this even clearer, we may insert a brief shot of the wheelchair now without its wheels.

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The three visiting women smile with relief as they realise they have got the wrong end of the stick. The woman setting the table invites them to sit down.



We cut to everyone – including Paolo and his friend – sitting at the table to eat.
VO: Olive oil from the sundrenched groves of the Mediterranean is an important part of the locals' natural, healthy diet.



VO: And of Bertolli spread.



Cut to a knife spreading Bertolli onto a slice of bread.



Cut to Bertolli pack shot.

VO: Bertolli. Age-old healthy eating from the Mediterranean.