

Video Script

TITLE: The art of beer

WRITER: Kate Wilcox

PRODUCER:

DRAFT : 1

DATE: March 7, 2013

The art of beer

VISUAL

AUDIO

LENGTH

Title: The Art of Beer Part I: The collector and the collection	Sound of beer opening and "ah" sound	00:03
Recycling a bottle	Sound of bottle dropping in bin Some people recycle their bottles when the beer is gone.	00:04
Boxes of bottles	But this is a story about a man who has been collecting empty beer bottles for more than a quarter century.	00:08
Video of store aisles - Uncool bottles / Cool bottles: holy grail ale Polygamy porter	By the time he turned 21, he had figured out that good beers had character. And then he noticed something about the bottles: "Some of them were cooler than others."	00:08
Collector interview	"When I found one I liked, I'd save it."	00:04
Step 1: Select the perfect bottle Video looking at label & glass	First, he made sure there weren't any blemishes on the bottle or label.	00:06
Step 2: Open the bottle carefully Video opening bottle	Then he opened the bottle carefully so he could save the cap.	00:04
Step 3: Rinse and dry the bottle Video of sink & drying rack	When the bottle was empty, he washed and dried it.	00:04
Step 4: Replace the cap and store the bottle Video putting bottle in box	Then he replaced the cap and stored the bottle.	00:04
Collector - or stacks of boxes	"Pretty soon I had a closet full and then a garage full."	00:08
Show bottles -- cool caps	What do you do with the all those bottles?	00:04
Beer collector	"Good question."	00:03
	Total	1:00
Part II: The Photographer	Shutter sounds	00:04

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Opening a box and pulling out a bottle	When I saw the collection, I knew I had to document it.	00:04
Studio in a box -- placing bottle in area	We started by taking photos. There were more than 900 bottles from 35 countries and 30 US states. And there were also a few cool cans.	00:04
Show spreadsheet -- captivate?	I started a spreadsheet and recorded information about each bottle	00:04
Show spreadsheet on iPad	I rated each label on the quality of the concept and design	00:04
Show caps	The bottle caps were also part of the design, so we photographed them too.	
Show bottles	Now we had a catalog. But still we had a question what could we do with the it?	00:06
	Total	00:26
Part III: The App	Sound of several beers opening	00:04
Montage of bottles/drawings on napkins - notes	Sometimes, ideas flow like beer from a tap	00:04
Show abcdefghijklmnopqrstuvwxyz	The bottles became letters in the alphabet so you can "say it with beer bottles"	00:04
Show iPhone home screen with Art of beer - from Keynote	And the whole thing became an app	00:04
Gallery demo	There is a Gallery where you can browse the photos	00:04
Ratings demo	You can search or browse the ratings and comments about each beer	00:06
Search demo	You can search for the right beer for a special occasion	00:06
Add demo	And you can add your own beers	00:04
Browse photos on iPad	What sets this app apart from others is the more than 1,000 high-quality photos of bottles in the gallery, showing how labels have changed over the last quarter-century	00:08

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Ratings on form	And the ratings for concept and design	00:04
Back to the boxes Garbage truck driving away?	Now, as for what to do with the actual bottles themselves, that's still a good question	00:04
	Total	00:52
Artsy photo -- maybe toppers?	Dedication: For my husband: As they say at Squatters, you are always "good for what ales me."	00:04
Beer collector drinking beer	Disclaimer: YuleFrog Studios has no connection with any of the brewers, bottlers, or artists whose work appears in this video other than sharing a love for the art of beer.	00:04
YuleFrog Studios logo		
Background music		
The art of beer: Coming to the App Store Spring 2014		