

"BULLET EXPRESS INFOMERCIAL"

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## COMMERCIAL - I

## NARRATOR

Slicing and chopping chicken and vegetables for a stir fry can be a kitchen nightmare. Well, in less time than it takes to find a sharp knife, you can have a perfectly chopped chicken and vegetables stir fry all prepared directly into the pan and ready to cook in just 45 seconds. We all love apple pie but getting out your big, bulky processor and expensive stand mixer can be a real chore. Well, now, you can slice those apples directly into the pie dish for a fresh, homemade apple pie made from scratch and oven ready in just 60 seconds. Everyone loves pizza but why pay for delivery? Or settle for frozen? When you can have your favorite pizza, fresh, made from scratch and oven ready in just 90 seconds! Now, from the makers of the original Magic Bullet comes the all new Bullet Express, the ultimate 8 minute meal machine. That's right! Now you can make any full family meal, ready to heat or eat in just 8 minutes or less. And the best part is, you can chop, slice, or shred, right into the pan, pot, or dish you're cooking with. So now you can have a fresh, beef and vegetable casserole, oven ready, in just 45 seconds! Easily slice potatoes and onion right into the dish then simply flip the blade and finish off with some fresh shredded cheese and now your delicious Potatoes Au Gratin is ready for the oven in just 30 seconds! With the Bullet Express, you're never limited to the size of your container. So now, you can prepare all of your favorite ingredients directly into this giant, salad bowl for a gourmet restaurant-quality chopped salad ready to eat in just 45 seconds!

(MORE)

## NARRATOR (CONTINUED)

Quickly switch the top and now the Bullet Express cuts and chops like a food processor and mixes and blends like a big stand mixer. Just throw your ingredients and 2 whole pieces of Turkey breasts into the Bullet Express to grind and combine everything together down to the perfect consistency for a delicious low fat rosemary turkey meatloaf oven ready in just 45 seconds. The Bullet Express is also your personal, versatile 35 second dough machine. Watch as it mixes all the ingredients for bread dough, pizza dough and even pie dough, perfect every time! So join Mick and Mimi as they show you how you can prepare any full family meal, ready to heat or eat in just 8 minutes or less with the amazing Bullet Express.

## INT. MICK AND MIMI'S HOUSE

MICK and MIMI are in the kitchen while elderly AUNT MARTHA sits at the counter. Portly, bald RALPH and his wife ALICE arrive with a girl and a boy, who quickly run out of the room and are never seen or heard again. Also arriving is GRANNY and another couple, ED and TRIXIE.

ALICE

We're here!

MICK

Hey you, guys! Come on in!

ED

Are we early or something?

RALPH

No, we're on time for once. But, uh, where's all the food?

AUNT MARTHA

They haven't even started cooking yet.

MIMI

Calm down, guys, Mick and I have everything under control.

GRANNY

Sure. Have us over for some nice family meal. And there's no food in sight. They probably just got out of bed.

MICK

Thanks for all the confidence, Granny, it's always a pleasure to have you over. Now, you guys are getting hungry, so what about some appetizers, yeah?

RALPH

Just bring on the food, Mick.

MICK

Watch this. What about a quick 15 second Nacho supreme platter to hold you over? First of all I'm just going to start off with some cheese and look how quick and easy that is: a mountain of cheese in just seconds. Look at that! Next, I'm going to place in there some chicken. Look how quick and easy that is. Look at that! And you got to have tomatoes, so I'm going to put some tomatoes in there and finally, I'm just going to finish off with a little bit of jalapeño that goes in there. Now, folks, just take a look at that. In about 15 seconds, a supreme nacho platter is ready for the oven.

MIMI

Ralph, you still like pizza, right?

ALICE

(patting Ralph's belly)  
Clearly.

MIMI

I have this pizza dough I made from scratch in just about 35 seconds.

(MORE)

MIMI (CONTINUED)

You're going to love how easy this is. I'm just going to add some fresh tomatoes, now you can use as many as you want. I like to use about 4. Now, I'm going to add some fresh, shredded mozzarella. This is going to be so good. Top it off with some nice sliced pepperoni. Look at that. And our homemade pepperoni pizza's ready for the oven in less time than it takes to unwrap a frozen pizza!

MICK

And who was getting hungry over there? Go on. Have these Nachos. Right? They're better than you'd ever get from any restaurant and the thing you'll agree, there are a heck of a lot faster. You like those, do you?

The guests grab the nachos until Ralph carries the whole plate away for himself and sits in a recliner away from the family.

RALPH

Yeah. They look good.

AUNT MARTHA

What exactly is that?

ALICE

Yeah, I've never seen a food processor like that.

MICK

That's because it's not a processor. This is the Bullet Express, the 8 minute meal machine.

ED

(skeptically)

An 8 minute meal machine?

MICK

That's right. With the Bullet express, you can make any full family meal ready to heat or eat in 8 minutes or less.

AUNT MARTHA

Oh, come on! 8 minutes?

RALPH

Now, that all sounds great. Now, let's get to the food!

The oven bell dings.

MICK

I think the pizza's ready.

MIMI

There we go. Look at that, faster than delivery and fresher than frozen.

MICK

Now, one of you the other day requested a turkey meatloaf. For that one, I'm going to have to take off the meal maker attachment. Oh, and by the way, can you see this? The Bullet Express takes up no more room on your counter top than an ordinary 2 slice toaster unlike those big bulky processor you have at home. Now, for a homemade delicious turkey rosemary meatloaf, we're going to need a meal mixer attachment and that just goes on top like that. I'm just going to throw in some onions, a little bit of rosemary, ok? On goes the top, pop on the sides, in 1, 2, 3, 4, seconds, our rosemary and the onion is chopped down to the perfect consistency. Wait till you see this. Take off the top, take off the lid, and now, I'm just going to add a little bit of egg white, little bit of skimmed milk, just a little touch of salt and pepper, now watch this because you'd never seen meatloaf done like this before.

ALICE

(with alarm)

Wait! That's not ground turkey!

MIMI

That's right. Ground turkey from the store can be full of fat. We like to use whole skinless turkey breast.

MICK

In goes the bread crumbs, right, on goes the top, now watch this. Just watch how the Bullet Express grinds down the turkey and the onion and the rosemary and the bread crumbs to the perfect consistency. Now, you ready for this? Just watch this. I'm going to take off the sides, take off the lid, look at that. You've got perfect--can you see that?--turkey meatloaf, look at that, made from fresh skinless turkey breast. Can you see how the rosemary and the onions that chopped down to perfection, look, can you see that?

ALICE

That's the fastest turkey meatloaf I've ever seen. That's incredible!

MIMI

Then I'm just going to top it off with a little bit of ketchup and some brown sugar, how good does that look, you guys, right?

MICK

And now, our 25 second Rosemary Turkey meatloaf is ready for the oven.

MIMI

And remember, we can't have meat without potatoes, so I'm going to make Mick's favorite. Potatoes Au Gratin, oven ready in about 30 seconds.

AUNT MARTHA

Oh no, dear, Potatoes Au Gratin takes more like 30 minutes to prepare with the shredding and the slicing.

MIMI

Well, Aunt Martha, watch how easy it is with the Bullet Express.

(MORE)

MIMI (CONTINUED)

I'm just going to slice some whole potatoes and drop them in the top and watch how they slice right into the dish we're cooking them in. Look how easy that is. Then I'm going to add some red onion, I can finally slice this onion without crying. Next I'm going to add some fennel sliced right into the dish for some extra flavor. And now, watch this, guys. I'm just going to take off the top, flip the disc, and now, we are ready to shred. So I'm just going to add the cheese, and look how beautifully that shreds right on top. Now, I need to do is add a little fresh ground pepper and a little bit of half and half and our 30 second Potatoes Au Gratin is ready for the oven.

ED

Wow, that was really fast.

TRIXIE

Even you can't make it that fast, Martha.

MICK

Now, we prepared our meat, we prepared our potatoes and now I think it's time to prepare our veggies. Now, watch this, I'm just going to run through some zucchini and then, I'm just going to run through some yellow squash, look how quick and easy that is. Now, have you noticed all slices are the same thickness? So that means, they all take the same amount of time to cook. Now, finally, I'm just going to run through some beetroot, just for a bit of color, look at that. Now, have you noticed that all goes directly into the steamer basket? So, in just 15 seconds, our veggies, look at that, all ready to be steamed. Think about it, that's turkey meatloaf, Potatoes Au Gratin, and mixed veggies, all 3 dishes combined, ready to be cooked in less than 2 minutes with the Bullet Express.

MIMI

Now, while all that food's cooking, how about a gourmet chopped salad, huh?

MICK

(placing an enormous bowl on the counter)

And how about this for a salad bowl?

MIMI

Hey Ralph, you can help me out with this one.

RALPH

What?

MIMI

Come over here and grab a cutting board and a knife. Now, while he's doing that, I'll just get started.

MICK

Now, have you noticed something? Have you noticed that with the Bullet Express, you're never limited to the size of the container that you're using while you are with those old fashioned processors? You could make as little or as much as you like. So, whether you are a family of two or whether you're a great big family of 12, look, it takes no more time or trouble.

MIMI

Ralph, find that knife yet?

RALPH

I got it.

MICK

We're going to need a chopping board, as well, Ralph. It's just over there.

TRIXIE

I love chopped salad when we're out but it takes too long when we're at home.

MIMI

Well, look how easy it is to fill this giant salad bowl. And I'm just going to finish off with some tomatoes.

RALPH

I'm ready.

MIMI

That's okay, Ralph, because we're already done.

MICK

And the same amount of time it's taken Ralphy boy here to get a chopping board and a knife, we've got a full family chopped salad. Look at that. Bigger and better than anything you'd ever get in a restaurant.

MIMI

A mountain of gourmet chopped salad in about 45 seconds. Look at that, guys.

MICK

Now, no meal is complete without dessert. So, what about a homemade New York style cheesecake?

TRIXIE

Hmm. Cheesecake's my favorite.

MICK

Okay. Well, watch this. I'm going to start off with a Graham cracker crust. So, I'm just going to pop in there about a dozen Graham crackers, pop on the top and watch this. Look how the Bullet Express breaks down those Graham crackers to the perfect consistency. Add a little bit of melted butter in the top. Now, I'm just going to pour this Graham cracker crust directly into the bowl. And Mimi, if you would, can you just form that for me, please?

MIMI

Sure.

MICK

And while Mimi's doing that, I'm just going to pop in there a little bit of cream cheese. Next, I'm going to add some eggs. Next I'm going to to add a little bit of sugar, a splash of vanilla, and a little bit of lemon juice. On goes the top and wait till you see this.

MIMI

So, Martha, how much time would it take you to make a cheesecake like this from scratch?

AUNT MARTHA

To make cheesecake, I'd need my big stand mixer.

MICK

Now, how much did that big stand mixer cost?

AUNT MARTHA

One mixer was \$150.

MICK

And how long did it take?

AUNT MARTHA

To make cheesecake from scratch, I need at least 20 minutes. And then, I'd need my food processor for the Graham cracker crust.

GRANNY

Cheesecake? I use a hand mixer for cheesecake. It's a pain in the--

MICK

As I was saying, Granny, this New York style cheesecake was prepped and ready for the oven in less than 60 seconds.

MIMI

Cheesecake is great. But I think you guys agree, there's no dessert like fresh homemade apple pie. Now, I can get started right away with some cord apples.

(MORE)

MIMI (CONTINUED)

And this pie crust I made from scratch in about 35 seconds with the Bullet Express. And see how the apple sliced right into the pie crust making this just so fast and easy. Now, I need to do is add a little bit of sugar, little bit of cinnamon, and a little bit lemon juice and it's ready for you, Mick.

MICK

Now, all I'm going to do is add the top and just to finish off, crimp the outside with Granny's false teeth.

Mick brings out a pair of wind-up gag choppers to crimp the crust. Granny gets upset while the rest of the family mocks her.

MICK (CONTINUED)

Just going to add a little bit more cinnamon on the top and now, our fresh, homemade apple pie crust and the filling, both made from scratch is now ready for the oven in less than 60 seconds.

MIMI

So, Aunt Martha, in less time than you can make a single cheesecake from scratch, we've made 2 completely different desserts. A Graham cracker crust cheesecake and a beautiful apple pie, all made from scratch and ready for the oven in less than 2 minutes.

MICK

So, thanks to the Bullet Express, we made our 15 second Nacho Supreme Platter and our 30 second pepperoni pizza and our meatloaf is ready. So, let's just see how we did, shall we? Now Martha, I know that you're a bit of an expert when it comes to meatloaf, have you ever tasted meatloaf as good as that?

AUNT MARTHA

I don't believe it. This is fantastic!

MIMI

And here's our beautiful Potatoes Au Gratin and steamed vegetables. So, that's meat, potatoes, and vegetables, all made from fresh ingredients, not frozen, a complete full family meal prepared in less than 8 minutes.

MICK

And we made the biggest chopped salad you've ever seen, in or out of a restaurant.

MIMI

And don't forget about our desserts. Look at our beautiful Graham cracker crust cheesecake.

MICK

And here's our fresh baked apple pie.

RALPH

My man, Mick, you know, I never doubted you for a second.

MICK

You see, with the Bullet Express, you really can prepare any full family meal ready to heat or eat in 8 minutes or less. But it gets even better. Because I'm going to show you in a moment how the Bullet Express turns into the super powerful Bullet Juicer.

TRIXIE

It's a juicer too?

MICK

Oh, yes. But before I'll show you that, look at all this food. Does anybody getting hungry? (points at Ralph) Now I know you are.

## COMMERCIAL - II

## NARRATOR

Slicing and chopping chicken and vegetables for a stir fry can be a kitchen nightmare. Well, in less time than it takes to find a sharp knife, you can have a perfectly chopped chicken and vegetables stir fry all prepared directly into the pan and ready to cook in just 45 seconds. We all love apple pie But getting out your big, bulky processor and expensive stand mixer can be a real chore. Well, now, you can slice those apples directly into the pie dish for a fresh, homemade apple pie made from scratch and oven ready in just 60 seconds. Everyone loves pizza. But why pay for delivery? Or settle for frozen? When you can have your favorite pizza, fresh, made from scratch and oven ready in just 90 seconds! Now, from the makers of the original Magic Bullet comes the all new Bullet Express, the ultimate 8 minute meal machine. That's right! Now you can make any full family meal, ready to heat or eat in just 8 minutes or less. Your Bullet Express comes with a revolutionary Meal Maker Express designed to chop, slice, and shred all your favorite food: whether it's vegetables, meat or fruit. And the best part is, they all go right into the pan, pot, or dish you're cooking with. So now you can have a fresh, beef and vegetable casserole, oven ready, in just 45 seconds! Easily slice potatoes and onion right into the dish then simply pop on the top, flip the blade, and now your Bullet Express is ready to shred. Finish off with some fresh shredded cheese and now your delicious Potatoes Au Gratin is ready for the oven in just 30 seconds! Or shred potatoes directly into the pan for hash browns ready for the stove top in just 3 seconds.

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## NARRATOR (CONTINUED)

Shred cheese, chicken, tomatoes, and jalapeño's with no effort at all for a quick and easy 15 second Nacho Supreme Platter that will be a real party favorite. And the best part is, unlike even the most expensive processors, with the Bullet Express, you're never limited to the size of your container. So now you can slice, shred and chop all of your favorite ingredients directly into this giant salad bowl for a gourmet restaurant quality chopped salad ready to eat in just 45 seconds. Or just as easily slice your way to a basketful of fruit for a quick 15 second fruit salad. Quickly switch the top and now the Bullet Express cuts and chops like a food processor and mixes and blends like a big stand mixer. Look, just throw egg whites, rosemary, onion, bread crumbs, and 2 whole pieces of turkey breast into the Bullet Express to grind and combine all the ingredients together down to the perfect consistency for a delicious low fat rosemary turkey meatloaf oven-ready in just 45 seconds. The Bullet Express is also your personal, versatile 35 second dough machine. Watch as it mixes all the ingredients for bread dough, pizza dough and even pie dough, perfect every time! And homemade dessert has never been easier! Just watch how the Bullet Express breaks down these Graham crackers and mixes in the butter for a perfect Graham cracker crust. Then combine cream cheese with eggs, vanilla, sugar and a splash of lemon juice and look how the Bullet Express blends and mixes everything down to a silky, smooth filling for this New York style cheesecake that's oven ready in less than 60 seconds with the Bullet Express. Amazing! The Bullet Express features a powerful, 400 watt motor, tough enough for any kitchen job but takes up no more space on your counter than a 2 slice toaster and clean up's easy.

(MORE)

## NARRATOR (CONTINUED)

Just rinse under the tap or place the parts right in the dishwasher. Your Bullet Express is built to last and backed by a full one year manufacturer's warranty. You can spend close to a thousand dollars on a counter top full of kitchen appliances that still can't do everything the Bullet Express can do. There's never been anything like it. But right now, during this introductory TV offer, you won't pay \$1000, you won't pay \$500, \$300, or even \$150! Call now and get the complete Bullet Express system including the super powerful Meal Maker and Meal Mixer attachments for the low, low price of just 6 payments of only \$19.99. You'll also receive the *Bullet Express Ready in 8* cookbook full of delicious meals you can make in just 8 minutes or less. But hold everything! Don't miss this exclusive TV offer. Everyone who orders from this program will receive this amazing bonus which turn the Bullet express into the super quick, super powerful, Juicer Express! Just drop in whole fruits like apples, or pears and watch how the Bullet Express quickly and easily extracts all the juice, leaving not a drop behind. Even whole carrots are instantly turned into fresh carrot juice, thanks to its powerful 400 watt motor. Watch! Even giant junks of watermelon, rind and all, are no match for the Juicer Express for a delicious juice cocktail loaded with vitamins and nutrients. It's the perfect way to start your day. The Juicer Express is comparable to this old juicer you've seen advertised for as much as \$150. But call right now and you'll get the amazing Juicer Express absolutely free. Altogether, that's a \$480 value, yours today for this low introductory price of just 6 easy payments of only \$19.99. Best of all, try it risk free with our 30 day money back guarantee.

(MORE)

## NARRATOR (CONTINUED)

And if the Bullet Express isn't the fastest, the most versatile kitchen appliance you've ever used, simply return it for a full refund of the purchase price, no questions asked. Time is running out to take advantage of this exclusive TV offer. Call now to receive the Juicer Express of \$150 value free with your order. Operators are standing by. So, call the toll-free number now.

## INT. MICK AND MIMI'S HOUSE

## MICK

Now, we've shown you how the Bullet Express can make any full family meal from scratch in just 8 minutes or less but now let me show you how the Bullet Express turns into the super quick, super powerful, Bullet Juicer. Extracting juice, vitamins and nutrients from whole fruits and veggies just like those commercial quality juices that could cost up to a thousand dollars.

## MIMI

Now watch how quick and easy this is. I'm going to start with some whole apples, no need to take off the skin cause it's full of nutrients. And look how much juice you can get out of an apple. In fact, apples are loaded with anti-oxidants. Now, I'm going to add some celery, which helps reduce inflammation and arthritis. Now, I'm just going to add a handful of blackberries and the 400 watt motor is powerful enough to extract the juice and the vitamins from this beetroot.

## MICK

There's no added sugars, there's no preservatives, there's no additives. Granny, go on. Just try that.

MIMI

We didn't slice, peel or prep any of the ingredients. Just wash and juice for an 8 second cocktail I call the "Bullet Boost".

GRANNY

Delicious!

MICK

Here's an 8 second cocktail that I like to call "Liquid Vacation", watch this. Now, I'm just going to start off with some whole oranges in there. Now, as we all know, oranges are loaded with vitamin C. Next, I'm going to put a handful of breads in there which can help to lower your blood pressure. Next, I'm going to put in there some whole pears, look at that, which are loaded with vitamin C but are also loaded with potassium and beta-carotene. Look at that. Now, finally, I'm going to put in there some watermelon. Can you see that? Rind and all. It doesn't make any difference for the Bullet Juicer. That goes right in there. Look at the amount of juice that's coming out. Now, Ralph, I actually want you to try this.

Ralph chugs down the juice.

MICK (CONTINUED)

And remember, Ralph, this juice cocktail is loaded with all your essential vitamins and nutrients.

RALPH

Why didn't you tell me healthy tastes so good?

GRANNY

You never asked!

MICK

(to Trixie and Ed)

What do you want? You haven't got a juice yet. What's your favorite?

## COMMERCIAL - III

## NARRATOR

Now, from the makers of the original Magic Bullet comes the all new Bullet Express, the ultimate 8 minute meal machine. That's right! Now you can make any full family meal, ready to heat or eat in just 8 minutes or less. The Bullet Express chops, slices, and shreds all your favorite food: whether it's vegetables, meat or fruit. And the best part is they all go right into the pan, pot, or dish you're cooking with. So now you can have a fresh, beef and vegetable casserole, oven ready, in just 45 seconds! Easily slice potatoes and onion right into the dish then simply pop up the top, flip the blade, and now your Bullet Express is ready to shred. Finish off with some fresh shredded cheese and now your delicious Potatoes Au Gratin is ready for the oven in just 30 seconds! Or slice and chop carrots, celery, onion, potatoes, and leeks directly into the pot. Then just add stock for the delicious homemade vegetable soup ready for the stove top in just 35 seconds. And the best part is, unlike even the most expensive processors, with the Bullet Express, you're never limited to the size of your container. So now you can slice, shred and chop all of your favorite ingredients directly into this giant salad bowl for a gourmet restaurant quality chopped salad ready to eat in just 45 seconds. Quickly switch the top and now the Bullet Express cuts and chops like a food processor and mixes and blends like a big stand mixer. Just throw your ingredients and 2 whole pieces of turkey breast into the Bullet Express to grind and combine everything together down to the perfect consistency for a delicious low fat rosemary turkey meatloaf oven ready in just 45 seconds. And homemade dessert has never been easier!

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## NARRATOR (CONTINUED)

Just watch how the Bullet Express breaks down these Graham crackers and mixes in the butter for a perfect Graham cracker crust. Then combine cream cheese with eggs, vanilla, sugar and a splash of lemon juice and look how the Bullet Express blends and mixes everything down to a silky, smooth filling for this New York style cheesecake that's oven ready in less than 60 seconds with the Bullet Express. Amazing! You can spend a thousand dollars on a counter top full of appliances that can't do everything the Bullet Express can do. But right now, during this introductory TV offer, you get the complete Bullet Express system including the super powerful Meal Maker and Meal Mixer attachments for the low, low price of just 6 payments of only \$19.99. You'll also receive the *Bullet Express Ready in 8* cookbook full of delicious meals you can make in just 8 minutes or less. But hold everything! Don't miss this exclusive TV offer. Everyone who orders from this program will receive this amazing bonus which turns the Bullet Express into the super quick, super powerful, Juicer Express! Just drop in whole fruits like apples, or pears and watch how the Bullet Express quickly and easily extracts all the juice, leaving not a drop behind. Even whole carrots are instantly turned into fresh carrot juice, thanks to its powerful 400 watt motor. Watch! Even giant junks of watermelon, rind and all, are no match for the Juicer Express for a delicious juice cocktail loaded with vitamins and nutrients. It's the perfect way to start your day. The Juicer Express is comparable to this old juicer you've seen advertised for as much as \$150. But call right now and you'll get the amazing Juicer Express absolutely free. And just like the other Bullet Express attachments, the juicer attachment is dish washer safe, so clean up is a breeze.

(MORE)

## NARRATOR (CONTINUED)

Altogether, that's a \$480 value, yours today for this low introductory price of just 6 easy payments of only \$19.99. Best of all, try it risk free with the 30 day money back guarantee. And if the Bullet Express isn't the fastest, most versatile kitchen appliance you've ever used, simply return it for a full refund of the purchase price, no questions asked. Time is running out to take advantage of this exclusive TV offer. Call now to receive the Juicer Express, a \$150 value free with your order. Operators are standing by. So, call the toll-free number now.

THE END