

WILL RYE THE FERMENTATION GUY: WHAT IS ACCUBREW?

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INT. BREWERY. DAY.

A BREWER holds up a BEER that he just crafted.

BREWER
I did it! Finally, the perfect
beer!

WILL RYE THE FERMENTATION GUY appears behind him...

WILL RYE
Wow, that is nice.

BREWER
Who are you?

Will looks to the camera. His head spins and his THEME SONG comes on. It's EXPLOSIVE and in your face.

BACK TO:

BREWER
Does that always happen?

WILL RYE
Yes. You should start using
AccuBrew, you can keep that gold
batch on file forever.

BREWER
What's AccuBrew?

Will Rye looks at the camera indicating he has power over this transition. The transition is sudden, colorful, and can cause nausea for the unsuspecting.

INT. WILL RYE'S LAB. DAY.

The Brewer has been on a whirlwind of a ride in this transition. He's seated at a desk. Will stands in front of WHITE BOARD. It reads: ACCUBREW.

WILL RYE
AccuBrew is a state of the art
fermentation sensor designed by a
fiber optics company that allows
you to step into the modern era of
brewing.

BREWER

Did you just kidnap me?

WILL RYE

That's not important. Accubrew uses blue light to track every step of your fermentation process. Using AccuBrew's Fermentation profile you will have eyes on your tank 24/7.

INSERT:

Brewer slapping a pair of GOOGLE-Y EYES on brewing tank.

BREWER

Wait, what's a fermentation profile?

WILL RYE

It's a system that tracks your overall yeast health. When something goes wrong you want to know why. When something goes right you want to do it again! **That's what the fermentation profile is going to do.**

BREWER

So it's like SG?

Record scratch.

WILL RYE

No! It's not-

(composing himself)

I'm sorry. I lost my cool for a second. Look, you're going to use SG anyways, Accubrew is giving you something new that has never been done before.

BREWER

Oh cool! So what is it?

WILL RYE

It's the live chemistry happening inside your tank!

BREWER

Okay? So if it's all in the tank how do I view it?

WILL RYE
With the built in IOS cloud system
you can see whats going on from
anywhere.

Will holds up his phone and shows the brewer his charts.

EXT. PARK. DAY.

Will is running through the park. The Brewer running along
side him, confused.

WILL RYE
You're going for a run to pursue
your fitness goals and want to
check your clarity?

Will checks his phone. Graphs looks good. Tosses it over to
the Brewer so he can look at it.

INT. ART STUDIO. DAY.

The Brewer is working on a piece of wet sculpting clay. Will
Rye seated behind him, like Demi Moore and Patrick Swayze in
GHOST.

WILL RYE
(whispers)
Becoming a student of the arts, and
want to see how your color's doing?

A Hand comes into frame and shows it to the brewer.

WILL RYE (CONT'D)
(whispers)
Thank you.

INT. BEDROOM. NIGHT.

Will wakes up in bed, checks his phone.

WILL RYE
It even sends you updates on your
phone if something is going wrong,
so you never lose a batch again.

The Brewer is standing at the opposite end of the bed
watching.

BREWER
Is this your house?

Will gets up out of the bed.

WILL RYE
No. We gotta go.

Another "*To The Batmobile!*" transition.

INT. BREWERY. DAY.

Will Rye walks through the back of house of the brewery. He hands off an ACCUBREW SENSOR to a Brewer.

WILL RYE
Accubrew is going to save you time,
money, and deliver your gold
standard batch. Every. Single.
Time. With the ability to log in
and view your batches in real time
you'll get actionable data. There's
no tricks, no catch, just results
proven by science backed by
brewers. Call now to order your
sensor to start turning your tanks
faster today.