

WILL RYE THE FERMENTATION GUY: WHAT IS ACCUBREW?

Written by

Austin Rodriguez

Tampa, FL.  
8135002739

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 what's 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.