

COMM 353 TERM PROJECT SCRIPT

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 COMM 353-001
 Saxbys Coffee

Suggested Anchor Intro: Saxbys Coffee has become the fastest growing specialty coffee house franchise in the world. Founded in 2005 with 30 shops now open, there are over 2,000 projected locations in 19 states. This June, Saxbys began brewing in Fairfax, opening a store in University Mall on Braddock Road. Now, the Fairfax Saxbys has established a reputation for quality coffee and service. CNN’s Jana Barbir reports.

Take Barbir Package TRT: 2:30	(Take Barbir Package)
Take Nat SOT from coffee bean pouring File B-roll Loretta and Maggie serving customers	(BARBIR VO/NAT SOT) Pouring coffee beans into hopper... MAKE ROOM, STARBUCKS: THERE’S A NEW BEAN IN TOWN. SAXBYS COFFEE IS NOW A REGULAR HOT SPOT IN FAIRFAX TO STUDY, SOCIALIZE, AND ENJOY SPECIALTY COFFEE. SAXBYS BRINGS A MOM-AND-POP SHOP FONDNESS TO THE COMMUNITIES IT SERVES.
Take Cohan SOT Font: Maggie Cohan, Manager	(SOT/COHAN) “We try to learn everybody’s names, we try to learn their orders, so we can see them coming across the parking lot and we have their cup ready for them before they walk in the door.”
B-roll Customers ordering	(BARBIR VO) CUSTOMERS ENJOY THE CONVENIENCE AND PERSONAL SERVICE THEY GET FROM SAXBYS.
Take James SOT	(SOT/JAMES) “Very professional, very courteous people and great coffee.”

Take Katelyn SOT	(SOT/KATELYN) “I think it’s great, because it’s so convenient, it’s right in the neighborhood and you can get some hot chocolate rather than waiting in a long line at the JC. The seats are so comfortable and the service is great.”
B-roll Exterior Saxbys, coffee grinding into filter	(BARBIR VO) SAXBYS COFFEE IS SLOW-ROASTED FROM GRADE 'A' ARABICA BEANS IN DENVER, WHERE THE FIRST STORE OPENED THREE YEARS AGO. SAXBYS CARRIES A HUGE VARIETY OF SINGLE ORIGIN, SIGNATURE BLENDS, FAIR TRADE, ORGANIC, AND DECAF COFFEES.
B-roll pastry pan display	OTHER MENU ITEMS INCLUDE LOCALLY-MADE PASTRIES, LOOSE LEAF TEAS, JET TEA SMOOTHIES, SAXBYS SIGNATURE FROLATTES, AND SPECIALTY ESPRESSO DRINKS.
B-roll Exterior Dunkin’ Donuts and Saxbys	SAXBYS SITS NEXT TO DUNKIN DONUTS, A RIVAL THAT MAKES EVEN TOP COFFEE COMPETITOR, STARBUCKS, WORRY ABOUT LOSING CUSTOMERS -- BUT NOT SAXBYS, CARRYING MORE THAN TWICE THE VARIETY OF FLAVORED COFFEES.
Take Cohan SOT Font: Maggie Cohan, Manager	(SOT/COHAN) “People love the Hazelnut; they love the French Vanilla...I love the Southern Pecan. I think that’s the best one...There’s so many choices, you know, it takes a while to even get through it all, so you know, you have to keep coming back so you can keep trying.”
B-roll Amy and Cara serving customer at register	(BARBIR VO) CUSTOMERS KEEP COMING BACK, IF NOT FOR THE QUALITY SERVICE AND GREAT COFFEE, THEN SAXBYS’ CUSTOMER LOYALTY REWARDS.

Take Terry SOT	(SOT/TERRY) “I like Saxbys, because it’s convenient to where I work out at George Mason in the morning and they’ve been very friendly, and I love their cards.”
Full screen graphic of Saxbys’ Go-Card	(BARBIR VO) BY SIGNING UP FOR A SAXBYS GO-CARD, THE ELEVENTH DRINK ORDER IS FREE.
B-roll ladies playing game, customer on laptop sipping coffee, pan of students	SAXBYS HAS AN INVITING ATMOSPHERE AND COMFORTABLE SEATING FOR RELAXING OR MAKING CONVERSATION. OR WORK FROM YOUR LAPTOP WITH THE FREE WIRELESS INTERNET SERVICE PROVIDED.
Take Cohan SOT	(SOT/COHAN) “It’s a study place, it’s some place to read your newspaper or just a good book, just hang out, you know, drink some good coffee.”
B-roll more Amy and Cara serving customer at register, Amy making drink for customer	(BARBIR VO) SAXBYS COFFEE IS OPEN FIVE-THIRTY A-M TO ELEVEN P-M SEVEN DAYS A WEEK. ADDITIONAL LOCATIONS ARE EXPECTED TO OPEN IN THE WASHINGTON D-C / METRO AREA, INCLUDING DOWNTOWN FAIRFAX, IN THE NEXT COMING MONTHS. I’M JANA BARBIR, C-N-N WASHINGTON.
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