

Agency		Writer	Jerry Soverinsky
Client	Tropicana	Project	From Grove to Glass
Draft	1	Date	

<u>VIDEO</u>	<u>AUDIO</u> (all V.O.)
Stock shots that illustrate different geographies: NYC, farm country, London or Paris.	You'll find it here. And here. And here.
Additional stock shots: A child. An older woman. A large group.	Enjoyed by him. And her. And them.
Stock shots: man trudging through snow drifts; child diving into a pool; woman and an umbrella during a gentle rain in Seattle (or similar).	During the sub-zero winters in the Midwest. The dry, hot summers in the Southwest. And the rainy springs in the Pacific Northwest.
DISSOLVE TO: shots of people drinking Tropicana.	<i>Wherever</i> and <i>whenever</i> , millions of people each day enjoy Tropicana orange juice, making Tropicana the world's most popular and trusted brand of orange juice.
	And for Tropicana, delivering the fresh, natural flavors of Florida's finest citrus — <i>the taste of the tropics</i> — every day throughout the year ... to large, urban centers, sleepy, rural towns, and everywhere in between ... It's no small feat and anything but chance.
	It's the result of a masterfully refined process that dates back nearly six decades. And it all starts, <i>naturally</i> , with the orange.
	But not just any orange.
	It's no secret that the world's best juice oranges are grown in the heart of Florida's citrus belt, where sunny days and rich, fertile soil yield the most flavorful fruit.
	And since Tropicana's beginnings, we've relied exclusively on the trademark fruit of the Sunshine State, a commitment to quality that has enabled us to thrive and become the largest purchaser of Florida fruit today.
	We buy more than four billion pounds of Florida oranges each year — that's more than 30% of the state's entire annual crop — working with 300 groves of all sizes ...
If possible, repurpose clips/images from website that highlight the individual growers.	... including family-owned operations run by Eduardo, Paul, and Mitch. They ensure every orange is harvested at the peak of goodness and flavor.
	We pride ourselves on these personal grower

	relationships, with some dating back nearly 50 years.
	<p>They're relationships forged by Tropicana's founder, Anthony Rossi, an Italian immigrant who in 1947 established the Manatee River Packing Company in southwest Florida.</p> <p>Rossi's idea was to buy the freshest citrus available and pack them in gift boxes, shipping them directly to department stores and consumers throughout the country. Soon, Rossi's company started shipping juice, too.</p> <p>In 1957, Rossi renamed Manatee Tropicana Products, as he began developing new and innovative ways to make the freshest and highest quality juices available year-round, not just during growing season.</p>
Font the various processes below.	<p>For as Rossi discovered, the journey from grove to glass involves a coordinated and sophisticated effort that includes delivery, processing, blending, packaging, storage, and distribution.</p> <p>They're processes that Tropicana has truly perfected today ...</p>
Perhaps font the last line (That's 50 million oranges).	<p>It begins with delivery, which is an ongoing process at our two plants. During peak times, more than 400 trucks a day roll into our facilities, delivering an average of 125,000 oranges per truck. That's 50 million oranges!</p>
	<p>Our facilities are capable of processing every single one of those 50 million oranges each day, and we do so usually within 24 hours after we receive them.</p> <p>We sort the oranges by hand, getting rid of the ones that don't meet our high standards, while sending the rest through high-tech extraction machines that are overseen by our processing engineers.</p>
	<p>These machines not only extract the juice, but they also separate the pulp and the peel, which is dried on site and turned into tons — literally — of cattle feed. In fact, during our busiest periods, we produce 1000 tons of cattle feed each day! Nothing is wasted.</p>
	<p>Next it's time for blending, which is equal parts art and science.</p>

	<p>Because Tropicana juice is made from a variety of oranges whose growth cycles produce distinct tastes, we rely on master blenders to expertly combine these varieties, producing that great Tropicana experience in every glass.</p>
	<p>It's an attention to detail that truly sets us apart and what makes Tropicana orange juice one of the most popular items in America's grocery stores.</p>
	<p>We blend an average of one million gallons of fresh juice each day, or 16 million servings ... enough for more than 5% of the entire U.S. population!</p>
	<p>Next comes pasteurization, the process that makes products like juice and milk safe to drink. We developed a specialized flash pasteurization process, one that minimizes the time our juice is exposed to heat ... It delivers all of the benefits of traditional pasteurization, while maximizing nutrition and flavor.</p>
	<p>Properly storing juice is critical for preserving quality, and nobody does this better than Tropicana.</p>
	<p>Our expertise builds on the early work of Mr. Rossi, who used to freeze the juice from different growth cycles into 18-gallon blocks.</p> <p>Today, using highly sophisticated, refrigeration tanks, we're able to store as much as 1.8 million gallons of juice in 44 tanks, chilling the juice to just above freezing, which helps retain freshness and flavor. As a result, we can deliver high quality juice throughout the year.</p>
	<p>Next comes packaging. And to do that, we rely on some of the most sophisticated filling and packaging lines in the world.</p>
	<p>Our diversified packaging line includes miles of conveyor systems that accommodate a variety of package sizes — from 6 ounces to one gallon — where they're filled in record time.</p>
	<p>Up to 486 bottles flow through our system each minute, where they're sterilized, filled, labeled and then boxed.</p> <p>And throughout the process, we carefully monitor and control optimum temperatures and quality standards, ensuring that our juice is always fresh and delicious.</p>

<p>FONT:</p> <ul style="list-style-type: none"> • 49.9 megawatts of power • 150,000 pounds of steam per hour 	<p>Our processes are established industry standards, fueled in part by our own onsite co-generation power plants, which help run the pasteurization process as well as dry the peel for the cattle feed. Power is supplied by a General Electric motor, similar to the one used on commercial 747 jet airplanes.</p> <p>By harnessing the power of this massive engine, we're able to handle all of our electrical needs.</p>
	<p>Once the juice is boxed, it's placed on pallets and moved to cold storage facilities in our plants, where temperatures remain just above freezing to preserve freshness.</p> <p>But for each carton of juice, storage here is short-lived, as we ship two-and-a-half million cases of juice each week.</p>
	<p>Getting fresh juice to stores around the world is a monumental challenge but one that our distribution network handles with ease.</p> <p>Using refrigerated trucks and our own fleet of customized railroad cars, each equipped with satellite technology that allows our logistics operators to verify and correct the smallest shift in temperature, we monitor each shipment of juice until it reaches your grocer's case.</p>
<p>Graphic/font the locations: Jersey City, New Jersey, Cincinnati, Ohio, and City of Industry, California.</p>	<p>On average, two thousand trucks per week leave our Florida facilities and travel to our main distribution centers around North America. From these sites, we distribute our juice directly to our customers and ultimately to consumers.</p>
	<p>But that's just within the U.S. To share the great taste of Tropicana with consumers around the world, we ship drums and bins of orange pulp out of our Port Canaveral plant directly to Europe.</p>
	<p>While enjoying a glass of Tropicana 100% pure orange juice today is a very simple pleasure, it's the end result of carefully integrating every aspect of processing, manufacturing and shipping from the most advanced manufacturing sites in the world.</p>
	<p>It's a commitment to quality and a passion that drives us in everything we do.</p>
	<p>From grove to glass, we take pride in every aspect of our business. And it shows.</p>