



CLIENT: National Foods

PRODUCT: Cracker Barrel

MEDIA: Radio (30sec)

JOB NUMBER: NFL0598

DATE: 1/4/11

COPYWRITER: - Sign here -

CREATIVE DIRECTOR: - Sign here -

ACCOUNT TEAM: - Sign here -

BMF MANAGEMENT: - Sign here -

CLIENT: - Sign here -

Title: "Tastebud"
Key #: NFL0598/4/30

This ad is read in a distinguished accent.

Von Orsüm: Greetings. I am Baron von Orsüm. I was born with one tastebud, so sadly I could not taste.

But when I discovered the sharp, distinctive taste of Cracker Barrel Vintage Cheddar my tastebud awoke! It danced like a gypsy! Pranced like a stallion! It sang a song to the moon like a...
(SFX: owl hoot)
...werewolf!

MVO: Cracker Barrel Vintage Cheddar. Sharp taste for men of distinction.

The content of this document is the copyright of BMF.

Level 3, 41-43 Stewart Street, Richmond, VIC, Australia

Telephone (61 3) 9487 4000 Facsimile (61 3) 9487 4040 Email agency@bmf.com.au Website bmf.com.au



CLIENT: National Foods

PRODUCT: Cracker Barrel

MEDIA: Radio (30sec)

JOB NUMBER: NFL0598

DATE: 12/8/11

COPYWRITER: - Sign here -

CREATIVE DIRECTOR: - Sign here -

ACCOUNT TEAM: - Sign here -

BMF MANAGEMENT: - Sign here -

CLIENT: - Sign here -

Title: "Women of distinction"
Key #: NFL0598/7/30

This ad is read in a distinguished accent by Baron von Orsüm.

Von Orsüm: Greetings. Baron von Orsüm.

Recently, a countess enquired to me:

'Baron, can women of distinction also enjoy the sharp, distinctive taste of Cracker Barrel Vintage Cheddar?'

I contemplated this... finished my cheddar...

And forgot the question...

It was very good cheddar.

MVO: Cracker Barrel Vintage Cheddar. Sharp taste for men -

Von Orsüm: And women.

MVO: - of distinction.

The content of this document is the copyright of BMF.

Level 3, 41-43 Stewart Street, Richmond, VIC, Australia

Telephone (61 3) 9487 4000 Facsimile (61 3) 9487 4040 Email agency@bmf.com.au Website bmf.com.au



CLIENT: National Foods

PRODUCT: Cracker Barrel

MEDIA: Radio (30sec)

JOB NUMBER: NFL0598

DATE: 12/8/11

COPYWRITER: - Sign here -

CREATIVE DIRECTOR: - Sign here -

ACCOUNT TEAM: - Sign here -

BMF MANAGEMENT: - Sign here -

CLIENT: - Sign here -

Title: "Marriage"
Key #: NFL0598/8/30

This ad is read in a distinguished accent by Baron von Orsüm.

Von Orsüm: Greetings. Baron von Orsüm.

I have heard there is a lady wanting my hand of marriage.

But alas, madam, all I intend to join in holy matrimony is the sharp, distinctive taste of Cracker Barrel Vintage Cheddar and...

... my one and only tastebud.

SFX: *He eats a biscuit.*

Yes, I do.

MVO: Cracker Barrel Vintage Cheddar. Sharp taste for men of distinction.

The content of this document is the copyright of BMF.

Level 3, 41-43 Stewart Street, Richmond, VIC, Australia

Telephone (61 3) 9487 4000 Facsimile (61 3) 9487 4040 Email agency@bmf.com.au Website bmf.com.au