

Written by David Munro



MUSIC UP: AMERICANA ROCK ANTHEM (OPENING CHORDS)

CLOSE-UP: A FLICKERING NEON BAR SIGN

*Camera dollies back from bar doors as THREE WORKING CLASS GUYS bust through. End of a hard day's work.*

*CUT TO a SMILING BARTENDER who pours three frothy cold ones and slides them down the bar in expert fashion. The three blue collar dudes enter frame in perfect step with the sliding beers and clink glasses.*

VO (deep-throated Dodge truck type): When you're thirsty for something that satisfies, we say, drink up, America.

*Music kicks in as A ROWDY HORDE OF PATRONS enters to high fives and welcomes. We launch into SMASH CUTS around the bar of people you would not normally associate with guzzling adult beverages: NUNS, MUSLIMS, AIRLINE PILOTS, HASIDIC RABBIS, ON-DUTY SURGEONS, LITTLE LEAGUERS ... All chugging like there's no tomorrow.*

- a nun does a beer bong
- surgeon does a keg stand
- pilot does a bucket of beer
- rabbi exchanges hat with Muslim's head-dress
- mother distributes brews to little leaguers
- bartender drinks straight from a flowing tap, as
- everyone is now literally pouring suds into their mouths like a bacchanalian brew-orgy
- priest break dancing
- working class guy bench pressing a nun

*Suddenly, a POLICE SIREN. Bar patrons freeze. COP walks in. Busted? Bartender hesitantly slides a beer to the cop ... tense moment ... Cop regards the offering sternly. THEN- smiles and toasts! Revelry resumes!*

VO: Only one non-alcoholic beer has earned the name America's best. O'Doul's.

*Nun emits a WORLD-RECORD SETTING BELCH. Smiles sheepishly. BAR CHEERS!*

LOGO/TAG: GO AHEAD. IT'S O'DOUL'S.

*O'DOUL'S TRUCK backs up to bar entrance. BEEP! BEEP! BEEP! A massive hose rolls out and floods the whole bar with suds. Delirious patrons do the backstroke.*