

Theme 2: *Snack Pals Playing with Your Food* (60 Seconds)

Kids (filmed separately) are seated at a table, “playing” with their Snack Pals and showing how fun it is to eat healthy. They’ll build ants on a log, make Goldfish crackers “swim” into their mouths, “fly” carrots through the air and dunk them in dip, then make a tower of crackers, cheese, and fruit.

Voice Over:

“Snack Pals make snack time, fun time!”

Kid 1 builds ants on a log.

“It’s easy to inspire a lifetime of healthy munching...”

Kid 2 “flies” a carrot through the air and dunks it in ranch dip.

“...when you fuel the fun with Snack Pals. They’re the perfect snack for when you hear...”

Kid 3 makes a goldfish cracker “swim” into their mouth.

(Text on Blank/Colored Screen) I’M HUNGRY!

Kid 4 makes a tower of cheese, crackers, and fruit.

Voice Over Continues:

“From ants on a log, veggies and dip, to fruit and cheese, Snack Pals makes eating healthy easy for parents and delicious for kids. Because tasty and fresh go better together!”

Kid 5 constructs a “house” with carrot and celery sticks.

Screen splits into five slices, showing kids taking bites of their food.

Voice Over:

“With Snack Pals, kids won’t just play with their food, they’ll love eating it, too! You’ll find Hannaford Snack Pals online and in the produce department.”

Snack Pals Logo

Hannafordsnackpals.com