

Client: Keep Memory Alive
Job: Video Honoring Wolfgang Puck
Creative: Dana Lord/Write On, Inc.

VIDEO

Funny shot of a young blonde Austrian-looking boy wearing lederhosen and a feathered cap sitting on a grassy, Austrian-like hill with a cow in the background with a cowbell on. He's gazing and thinking. He then runs into a rustic village-type house where we hear an explosion take place. He runs out of the house in a chef outfit complete with hat and a whisk held high in his hand like an Olympic torch and heads down the hill off into the distance...

CUT TO

Footage of Wolfgang cooking and smiling

Series of shots cutting back and forth between stills of Wolfgang and footage of young Wolfgang

CUT TO

A shot of an old, rustic village-type house in Austria

CUT TO

A shot of a Hollywood mansion with lavish palm trees

CUT TO

Footage of Wolfgang catering to celebs

CUT TO

A tennis ball boy being bombarded with tennis balls

CUT TO

A boy being bumped around as he drives a tractor

CUT TO

Wolfgang holding a plate of food

CUT TO

AUDIO

Once upon a time ... in a far-away land ... there was a young boy with a dream. Who knew that the boy's dream to simply "go somewhere" would give birth to a completely new phenomenon? Who knew that this boy would one day change the landscape of American dining...

Wolfgang Puck, or "Wolfy" as you're known by some; tonight ... we love, we live, we eat, *and* we *remember* you!

The life Wolfgang knew in Austria was far different from the life he made for himself in America.

Catering for super celebs must have seemed a world apart

from Wolfgang's early jobs as a tennis ball boy

and tractor driver.

But, nothing was destined to stop our friend from dazzling us with his delicacies,

A small boy standing on an upside-down cauldron attempting to peek into pots

not even the discouraging words of a doubtful hotel cook who claimed Wolfgang was too small to be a chef. Fortunately for us, Wolfgang persisted and prevailed!

BUMPER No. 1

Close-up Chef (Daniel Boulud)

“Wolfgang, you’re always welcome in my kitchen. And just in case you ever come, I’ll keep this nearby for you.” He says as he holds up a huge, upside-down cauldron and pats it knowingly.

CUT TO

Close-up Chefs (Charlie Trotter and Paul Bocuse)

“Wolfgang, whatever you lack in size, you make up for in ego!”

CUT TO

Close-up Chefs (Alessandro Stratta and Charlie Palmer)

“Wolfgang, we think you’re still too small to be a chef!”

Footage of Wolfgang cooking at Spago intermixed with still shots

Determined to succeed, Wolfgang carried on his culinary quest and moved to France. As a self-taught student of the French language, he worked side-by-side with master chefs. He then ventured to the States and began his own fusion into American culture. After a short time practicing at well-known establishments, he sparked the explosion of his career by opening Spago in Hollywood. Even though this landmark quickly became Tinseltown's new red-carpet runway, Wolfgang's humble nature never allowed him to cease striving for more or to hoard the rewards of his success for himself.

INTERVIEW

Nancy Silverton

Open by saying something like, “I think you can sum up Wolfgang’s career by one of his favorite expressions - when people asked, ‘How are you?’ Wolfgang would say, ‘not as good as you.’ He has always, and still does, put everyone else first, working as hard as he can to please! He wows guests with his dishes and charm while also encouraging his employees to shine and have their moments in the spotlight.” She can talk about her own cookbook project. Transition into the end of her interview with her saying something like, “Of course, Wolfgang wasn’t all, always about work – he could be drawn out of the kitchen, especially if Sally Field or another alluring lady was in the dining room.”

BUMPER No. 2

Close-up Chefs (David Robins and Daniel Boulud) “Wolfgang a ladies man, dream on! You better stick to the pleasures of the palate Puck.”

CUT TO

Close-up Chefs (Thomas Keller and Charlie Palmer)

“Sure Wolfgang lets his employees shine and have their moments, so *he* can watch and learn... You know that Chinois Chicken Salad? That recipe’s mine!”

CUT TO

Close-up Chefs (Alessandro Stratta and Charlie Trotter)

“Yeah, and that Pizza with Smoked Salmon and Caviar that made him so famous ... I heard he got that idea from watching Martha Stewart.”

Footage of Wolfgang intermixed with still shots

Today, the words “celebrity,” “chef” and “Wolfgang” are synonymous. However, Wolfgang remains the same as he was 30 years ago. Same hard-working ethic, same fun-loving spirit and the same love for his family and friends. He is truly most alive making people happy.

INTERVIEW

Tom Kaplan

Tom to talk about Wolfgang's humility; to share at least one practical joke he played on him and how he is always playing jokes on his employees; also how he inspires his employees through being a true visionary leader. He could share his analogy of Wolfgang to a bottle of wine "He glows, he's full-bodied, he gets better with age - when you take a sip, you get a smile."

BUMPER No. 3

Close-up Chefs (Daniel Boulud, Paul Bocuse and NOBU)

"If I were to compare Wolfgang to a bottle of wine, I would say he is colorful, he's full of it and he gets harder to take with age. Basically, you take one sip and you wonder what you've gotten yourself into!"

CUT TO

Close-up Chefs (Charlie Trotter and Alain Ducasse)

"I think Wolfgang's like a puff pastry. He's well-done on the outside, but inside, he's really just a softy."

CUT TO

Close-up Chef (David Robins)

"Puck, all roasting aside, we're honored to be your friends. You truly are one of the greatest chefs of all time. Try not to let it go to your head though."

INTERVIEW

Bobby and Donna Baldwin

Bobby and Donna to talk about Wolfgang as one of the reasons the event is such a big success every year and how Wolfgang's support has influenced and enriched every life in the room, as well as all those affected by Alzheimer's.

Footage of Wolfgang cooking for KMA

Everyone involved with Keep Memory Alive knows Wolfgang best for his passion and generosity. From the very beginning of our efforts to raise awareness of Alzheimer's disease, Wolfgang has been by our side in service. Every Keep Memory Alive dinner has been prepared and donated by our friend - the charming, multi-talented and multi-award-winning chef. In addition to entertaining us with his edibles, Wolfgang always brings life to the room with his infectious enthusiasm. Loyal to us and to the cause, he continues to bring his very best to the table year after year.

INTERVIEW

Larry Ruvo

Larry to talk about Wolfgang and his loyalty as a friend and generous charitable giver.

Photos of Wolfgang and friends loving, living and eating, as well as those we remember passing on from Alzheimer's

Wolfgang Puck, we thank you for your passion to encourage the world to love, to live, to eat, and, most importantly, to remember. Your unwavering commitment to those in need and to living excellently is the menu for a five-star future. You made your dreams come true so that others' dreams may be realized. Forever, we will love and remember you.