

Television Commercial Script

Title: "Conscious Coffee"

Duration: 120 seconds

FADE IN:

INT. CAFÉ - EARLY MORNING

Opening on a steaming cup of coffee on a café counter.

V.O (female):

This is the cup of coffee you're just about to
take a sip of.

CAMERA LIFTS FROM THE CUP UP TO THE BARISTA BEHIND IT:

The barista, Julia, smiles as she hands it over. A tattoo
peeks from her sleeve.

V.O:

Meet Julia. She remembers your name, your
order, and even lets you hide an extra pair of
keys in the café since you forget them all the
time.

She started working here when she was a
student, but stayed because she fell in love,
not just with the coffee, but with the people
behind it.

CUTS TO:

EXT. BACK ALLEY - DAWN

Outside in the rain at the back of the shop, the delivery man
Reimund unloads coffee crates from a van at dawn.

V.O:

This is Reimund. He's been doing this route
for 12 years.
He's a true Berliner born and raised and knows
every street name and pothole along his route.

CUTS TO:

INT. ROASTERY - DAY

Inside the roastery, the head roaster Lena checks the roast
curve on a laptop. Beans tumble behind her.

V.O:

Lena's quite a perfectionist.
She roasts each batch by feel, by sound, by
instinct. She even, jokingly I hope, claims
that the beans tell her when they're ready.
She used to be a chemist, but now, she much
prefers experimenting with grounds instead of
amylase or hydrochloric acid.

CUTS TO:

INT. PACKING STATION - DAY

Amir, a packer, is standing at a packing station. He's
precise, methodical, and smiling.

V.O:

Amir packs each bag like he's sending a gift.
Meticulously checking the weight and the seals
of each bag.

He came to Berlin from Aleppo five years ago
and says this job gave him a reason to wake up
again, even on those dreadful Berlin winter
mornings.

CUTS TO:

EXT. ETHIOPIAN HILLSIDE - SUNSET

Ethiopia. On a hillside, Alemu, a coffee farmer, flips beans
drying on raised beds.

VO:

This is Alemu. He has a bright smile and a
loud laugh.
He grows beans the way his grandfather taught
him. He says his coffee tastes like his land:
rich, sweet, and a little wild.

CUTS TO:

INT. CAFÉ - MORNING

Back to the café. The customer from the beginning sips the
coffee, smiling.

V.O:

So when you drink your coffee,

you're not just tasting a roast.
You're meeting Julia, Reimund, Lena, Amir and
Alemu.
You're drinking their mornings, their
memories, their pride.

CUTS TO:

EXT. CAFÉ - MORNING

CAMERA LIFTS FROM THE EXIT OF THE CAFÉ INTO THE BLUE SKY:

Coffee Circle logo appears over the sky with tagline

V.O:
Coffee Circle.
Conscious Coffee

This is Alemu. You've never met, but you're part of each other's lives.

You've probably never been to his farm or even to Ethiopia. But if you've ever had a coffee at Coffee Circle, you've shared something with Alemu.

He's a third-generation coffee farmer who grows beans the way his grandfather did. Slowly, deliberately, with songs sung into the overturned soil. No pesticides. No shortcuts. Just patience, care, and pride.

We could tell you Coffee Circle is sustainable, direct-trade, and climate-neutral. That our beans are roasted in Berlin in small batches by people who love the craft. That every order is packed by hand and shipped in compostable packaging. That €1 from every kilogram sold funds community projects such as schools, health clinics, and clean water systems. All of this is true.

But facts alone don't make trust. People do.

That's why we'd rather introduce you to the humans who make your cup of coffee possible.

People like Alemu, who grew your beans. Amir, who packed each bag like gifts. Lena, who listens to the beans as they roast and makes sure that each batch is roasted by perfection through pure instinct. Julia, your barista who starts to make your order as soon as you open the door. Reimund, who delivers it with a smile every week at dawn rain or shine.

Behind every cup of Coffee Circle is a circle of people, all connected by a shared commitment to something bigger: care. For the land. For the craft. For each other.

So when you drink your next cup, you're not just tasting a roast.
You're meeting the farmer. The roaster. The packer. The people.

Because the best coffee doesn't start in a warehouse.
It starts with a name. A face. And a story.

Conscious Coffee, with Coffee Circle.