

# KafeTaso

BRAND FILM · PRODUCTION SCRIPT

DIRECTOR	TALENT	LOCATION	CALL TIME
Alex	Anastasiia	Kafe Taso	08:00 Kitchen 09:00 Talent

#	SECTION	CONTENT	FOR
01	Production Schedule	Full shoot day — scene by scene with timecodes	Entire Team
02	Voiceover Script	Final English narration with timecodes	Director / Editor
03	Scene-by-Scene Breakdown	Every scene: shot list, model direction, voiceover, food notes	Entire Team
04	Kitchen & Styling Brief	Hero dish requirements, visual cues, backup protocol	Chef / Food Stylist
05	Talent Brief	Performance notes, wardrobe, full scene direction	Anastasiia

*Confidential. For KafeTaso production team only.*

# 01 · PRODUCTION SCHEDULE

Kafe Taso · Director: Alex · Talent: Anastasiia · Same table for model and dish shots

TIME	SCENE	WHO	ACTION	NOTES
08:00	PRE-PRODUCTION	Alex + Chef	Location walkthrough. Light setup — soft side-light on the table. Camera check: 25fps base + 120fps slow-mo ready.	<i>Chef begins mise en place. All Hero dishes prepared in sequence, not simultaneously.</i>
09:00	TALENT ARRIVAL	Anastasiia	Anastasiia arrives. Brief on concept and mood. She takes her seat at the table.	<i>Director walks her through each scene. No rehearsal needed — keep energy fresh.</i>
09:10	SCENE 1   Opening	Alex + Anastasiia	Anastasiia seated at the table. No food yet. Establishing the character.	<i>Wide + medium shots. She glances around the empty restaurant — this is her moment.</i>
09:25	SCENE 2   Avocado Toast	Alex + Anastasiia + Chef	5 min: Model with dish. 15 min: Dish only on same table.	<i>SLOW-MO: Egg break at 120fps. 3 backup eggs on standby.</i>
09:45	SCENE 3   Beef Burger	Alex + Anastasiia + Chef	5 min: Model with dish. 15 min: Dish only on same table.	<i>Brush patty with oil just before shot. Bold confident bite from Anastasiia.</i>
10:05	SCENE 4   French Toast	Alex + Anastasiia + Chef	5 min: Model with dish. 15 min: Dish only on same table.	<i>SLOW-MO: Caramel pour at 120fps. Warm pitcher on standby. 2 backup portions.</i>
10:25	SCENE 5   Drinks	Alex + Anastasiia + Chef	5 min: Model with dish. 15 min: Dish only on same table.	<i>Mojito + Matcha served together. No fingerprints on glass. Handle with cloth.</i>
10:45	SCENE 6   Closing	Alex + Anastasiia	Anastasiia seated. Slow look around the restaurant. Final direct look into the lens.	<i>Last shot of Anastasiia. She is free at 11:00.</i>
11:00	ANASTASIIA WRAP	Anastasiia	Talent released. ✓	
11:00	BTS + REVIEW	Alex	Behind-the-scenes footage. Director reviews all key shots on monitor.	<i>Portfolio content: Alex on set, directing talent.</i>
11:20	FULL WRAP	All	Strike equipment. Clear food. Pack out.	

*Key rule: Every dish scene = 5 min with Anastasiia seated at the table + 15 min dish only on the same table. Chef brings Hero dish only on Director's signal. Maximum 2 minutes from signal to dish on table.*

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## 02 - VOICEOVER SCRIPT

For: Director / Editor · Language: English · Status: Final

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*Tone: Warm, intimate, unhurried. Narrate as if whispering a secret to a close friend. Let the voice breathe naturally with each cut. Never rush.*

00:00 – 00:05

OPENING

*"Meet Anastasiya. For her, the perfect morning isn't just a routine — it's an experience."*

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00:05 – 00:12

AVOCADO TOAST

*"It starts with the golden break of a poached egg over fresh Avocado Toast. Simple, vibrant, and exactly what the soul needs."*

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00:12 – 00:19

BEEF BURGER

*"Then, a bold shift. The savory, flame-grilled perfection of our Beef Burger. It's a classic for a reason."*

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00:19 – 00:26

FRENCH TOAST

*"For the sweet moments, we have the French Toast — drenched in rich caramel and topped with the freshest berries. Pure indulgence."*

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00:26 – 00:33

DRINKS

*"Refresh your senses with a Strawberry Mojito, or find your balance in the artistic layers of our Coconut Matcha."*

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00:33 – 00:42

CLOSING

*"She looks around and realizes... some flavors are just worth savoring. KafeTaso. Love at first bite."*

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## 03 · SCENE-BY-SCENE BREAKDOWN

For: Entire Team · Every scene includes: timecode · shot list · model direction · voiceover · food notes

09:10 – 09:25 | 00:00 – 00:05

### SCENE 1 — OPENING

#### VOICEOVER

*"Meet Anastasiya. For her, the perfect morning isn't just a routine — it's an experience."*

#### SHOT LIST

- Wide shot — Anastasiya seated alone at the table, restaurant empty around her
- Medium shot — she glances slowly around the room, composing herself
- Close-up — her hands resting on the table, then a quiet smile

#### MODEL DIRECTION

- You are a waitress who has stolen a private moment during your shift.
- Sit naturally, professionally — then let yourself relax into the moment.
- Look around the empty restaurant. A small, knowing smile. This is yours.
- No food yet. The anticipation is the story here.

#### CAMERA NOTE

25fps. Soft side-light. Wide establishing shot first, then move in closer.

09:25 – 09:45 | 00:05 – 00:12

### SCENE 2 — AVOCADO TOAST

#### VOICEOVER

*"It starts with the golden break of a poached egg over fresh Avocado Toast. Simple, vibrant, and exactly what the soul needs."*

#### SHOT LIST

- Medium shot — dish placed in front of Anastasiya at the table
- Close-up — her face as she looks at the egg (wonder, anticipation)
- SLOW-MO 120fps — knife breaking the egg, yolk running
- Close-up — her eyes closing as she takes the first bite
- Detail shots (dish only) — egg yolk flow, avocado texture, garnish, toast edge

#### MODEL DIRECTION

- The dish is placed in front of you. Look at it — really look, like it's a small gift.
- Pick up the knife slowly. Break the egg gently. Watch the yolk run.
- Let the moment land on your face. Quiet, genuine delight.
- Small bite. Chew slowly. Close your eyes. Breathe.
- After 5 minutes you step back — dish stays on the table for close-up shots.

#### FOOD & CAMERA

- Hero dish: perfectly poached egg, yolk very runny — must burst on first knife touch
- Thick-cut sourdough, lightly charred, bright green avocado, micro-herbs, chilli flakes
- 3 backup poached eggs on standby
- SLOW-MO: egg break at 120fps — coordinate with Director's cue

#### CAMERA NOTE

Switch to 120fps for egg break. Soft side-light to catch yolk texture.

09:45 – 10:05 | 00:12 – 00:19

### SCENE 3 — BEEF BURGER

#### VOICEOVER

*"Then, a bold shift. The savory, flame-grilled perfection of our Beef Burger. It's a classic for a reason."*

#### SHOT LIST

- Medium shot — burger placed in front of Anastasiya, layers visible
- Close-up — her hands lifting the burger confidently
- Close-up — bold, committed bite
- Close-up — her honest reaction (satisfaction, surprise at how good it is)
- Detail shots (dish only) — grill marks, cheese melt, layer cross-section, bun glaze

#### MODEL DIRECTION

- This scene is about contrast — a neat, composed waitress and a serious, bold burger.
- Pick it up with both hands. Do not be delicate about it.
- Take a real, confident bite. Commit fully.
- React honestly — this is not a light snack. Let it show on your face.
- After 5 minutes you step back — dish stays on the table.

#### FOOD & CAMERA

- Brush patty with neutral oil immediately before carrying to set — for fresh sheen
- Visible grill marks essential. Brioche bun, lightly toasted, glazed top
- Layers must be visible from the side: bun → sauce → crisp lettuce → tomato → patty → melted cheese → top bun
- Replace lettuce between takes if it wilts. Backup patty on standby

#### CAMERA NOTE

25fps. Side-light to accentuate grill marks and cheese texture.

10:05 – 10:25 | 00:19 – 00:26

### SCENE 4 — FRENCH TOAST CARAMEL

#### VOICEOVER

*"For the sweet moments, we have the French Toast — drenched in rich caramel and topped with the freshest berries. Pure indulgence."*

**SHOT LIST**

- Medium shot — dish placed in front of Anastasiia, caramel pitcher beside it
- SLOW-MO 120fps — Anastasiia pouring caramel from the pitcher
- Close-up — her playful, sweet expression as she watches it pour
- Close-up — small bite, touch of caramel on the lip
- Detail shots (dish only) — caramel flow, berry colours, toast cross-section, powdered sugar

**MODEL DIRECTION**

- Pick up the warm pitcher. Pour the caramel slowly — as if it is something precious.
- Watch it drizzle. A small, playful smile. Sweet energy, not dramatic.
- Take a small bite. A touch of caramel on your lip is welcome — do not wipe it immediately.
- After 5 minutes you step back — dish stays on the table.

**FOOD & CAMERA**

- Brioche French toast, golden-brown both sides, powdered sugar dusted, fresh bright berries
- Caramel sauce in small warm pitcher — keep in bain-marie between takes
- Sauce must flow smoothly: not too thick, not too runny. Test flow before filming
- SLOW-MO: caramel pour at 120fps. 2 backup portions ready

**CAMERA NOTE**

*Switch to 120fps for caramel pour. Catch the gloss and flow.*

10:25 – 10:45 | 00:26 – 00:33

**SCENE 5 — DRINKS****VOICEOVER**

*"Refresh your senses with a Strawberry Mojito, or find your balance in the artistic layers of our Coconut Matcha."*

**SHOT LIST**

- Medium shot — both drinks placed on the table in front of Anastasiia
- Close-up — she lifts one glass with both hands, admires the layers
- Close-up — slow sip, eyes softly closing
- Detail shots (drinks only) — Mojito condensation, Matcha layer separation, mint, ice

**MODEL DIRECTION**

- Both drinks are in front of you. Look at them as if they are small works of art.
- Lift one glass with both hands. Hold it briefly — appreciate the colour and layers.
- Take a slow, deliberate sip. Eyes may close gently.
- The feeling: this is exactly what I needed.
- After 5 minutes you step back — drinks stay on the table.

**FOOD & CAMERA**

- Mojito: heavy ice, bright green mint, visible strawberry slices — mist glass exterior with cold water just before shot for condensation
- Matcha: clear distinct layers (vivid green over opaque coconut white) — do not stir, use wide transparent glass
- Zero fingerprints on glassware — handle with cloth only at all times

**CAMERA NOTE**

*25fps. Side-light to catch condensation and layer colours through glass.*

10:45 – 11:00 | 00:33 – 00:42

**SCENE 6 — CLOSING****VOICEOVER**

*"She looks around and realizes... some flavors are just worth savoring. KafeTaso. Love at first bite."*

**SHOT LIST**

- Wide shot — Anastasiia seated at the table, restaurant interior visible
- Medium shot — slow look around the room, smile returning
- Close-up — eyes back to the table, soft, satisfied expression
- FINAL — direct look into the lens: warm, knowing, unhurried

**MODEL DIRECTION**

- You have eaten. You are satisfied. Sit with that feeling for a moment.
- Look slowly around the restaurant — this place, this moment.
- Bring your gaze back to the table. Everything was worth it.
- Final look directly into the lens. Warm. Knowing. A quiet smile.
- This is the 'Love at first bite' moment. Do not rush it.

**CAMERA NOTE**

*25fps. Wide first, then push in slowly. Final close-up on her eyes.*

## 04 · KITCHEN & STYLING BRIEF

For: Head Chef / Food Stylist · Kitchen Call Time: 08:00 · Same table as model shots

Prepare Hero (camera-ready) versions of each dish. Hero dishes are for close-up and slow-motion shots only. They must be visually flawless at the exact moment of filming. The dish is placed on the same table where Anastasiia is seated — first she shoots with it for 5 minutes, then it stays on the table for 15 minutes of close-up shots.

### 09:25 | AVOCADO TOAST

★ **Key element: the poached egg. It must burst perfectly on the first cut.**

- Egg: Perfectly poached, yolk very runny. Must burst cleanly on first knife-touch. Prepare 3 backups.
- Toast: Thick-cut sourdough, lightly charred, no sogginess.
- Avocado: Bright green, mashed or fanned — maximum visual appeal.
- Garnish: Micro-herbs, chilli flakes, cracked black pepper, lemon wedge.
- Slow-motion egg break at 120fps — only on Director's cue.

### 09:45 | BEEF BURGER

★ **Key element: flame-grilled appearance. Bold, visible layers.**

- Brush patty with neutral oil immediately before carrying to set — for a fresh, juicy sheen.
- Grill marks on the patty are non-negotiable.
- Bun: Brioche, lightly toasted, glazed top.
- Layers visible from the side: bottom bun → sauce → crisp lettuce → ripe tomato → patty → melted cheese → top bun.
- Replace lettuce between takes without hesitation. Never reheat patty between takes.

### 10:05 | FRENCH TOAST CARAMEL

★ **Key element: the caramel pour. It must flow perfectly on camera.**

- Base: Thick brioche French toast, golden-brown both sides, powdered sugar dusted.
- Berries: Mixed fresh — bright colours, zero bruising.
- Caramel sauce in small warm pitcher. Keep in bain-marie between takes at all times.
- Test sauce flow before filming: not too thick, not too runny.
- Slow-motion pour at 120fps — only on Director's cue. 2 backup portions.

### 10:25 | DRINKS — MOJITO & MATCHA

★ **Key element: visual layers and glass clarity.**

- Mojito: heavy ice, bright green mint, visible strawberry slices. Mist glass exterior with cold water just before shot for condensation.
- Matcha: clear distinct layers — vivid green matcha over opaque coconut milk. Do not stir. Wide transparent glass.
- Both drinks: zero fingerprints on glassware. Handle with clean cloth only at all times.

### ACTION PLAN FOR CHEF

- **Signal system:** Always wait for the Director's verbal green light before bringing any dish to the table. Maximum 2 minutes from signal to dish on set.
- **Kitchen runner:** One dedicated runner between kitchen and set at all times. Set team will call '5-minute warning' before each scene.
- **Temperature:** Caramel in bain-marie throughout the shoot. Burger held at serving temperature — never reheated as it changes the surface appearance.
- **Backups on standby at all times:** 3 poached eggs · 2 French Toast portions · 1 backup burger patty · extra caramel sauce.
- **Hero vs. eating dish:** The Hero dish is for camera. Have a separate regular portion available for Anastasiia to actually eat if needed.

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## 05 · TALENT BRIEF

For: Anastasiia · Call Time: 09:00 · Role: Waitress on a private break

CHARACTER	WARDROBE	THE CONCEPT
<i>A waitress who has stolen a quiet moment during her shift — sitting alone at the restaurant table, indulging in the menu she serves every day.</i>	Full professional waitress uniform. Neat and pressed. Minimal natural make-up. Hair tidy. No distracting accessories.	No dialogue. Everything is communicated through your face and hands. Your job is to make the viewer genuinely crave the food in front of you.

### KEY PERFORMANCE PRINCIPLES

- **Slowness is everything.** This is not fast food content. Every movement — lifting a fork, pouring caramel, raising a glass — should feel deliberate and beautiful.
- **Authentic reactions only.** If something tastes good, let it show naturally. Do not perform — respond.
- **You are seated for the entire shoot.** All scenes happen at the same table. Get comfortable in that space.
- **Between takes:** Reset your expression. Return to neutral. Wait for the Director's cue before each action.

#### 09:10 – 09:25      OPENING — Finding Your Moment

You are seated at the table in your uniform — composed, professional, on duty. The restaurant is quiet. You glance around slowly. No one is watching. A small, knowing smile. This is your moment. Sit with the feeling of quiet anticipation — no food yet, just the pleasure of having a moment to yourself.

#### 09:25 – 09:30      AVOCADO TOAST — The Golden Break

The dish arrives. Look at it — really look, as if seeing it for the first time. Pick up the knife slowly. Break the egg gently. Watch the yolk run — let that moment register on your face. Quiet, genuine delight. Take a small, considered bite. Chew slowly. Close your eyes. This is the film's first emotional peak. Own it. After 5 minutes, step back naturally — the dish stays on the table.

#### 09:45 – 09:50      BEEF BURGER — The Bold Bite

This is about contrast: an elegant, composed woman in a neat uniform taking a real, confident bite of a serious burger. Do not be precious or delicate. Pick it up with both hands and commit to the bite. React honestly — this is not a light snack and your face should say so. Satisfaction. Maybe a little surprise at how good it is. After 5 minutes, step back.

#### 10:05 – 10:10      FRENCH TOAST — The Caramel Pour

Pick up the warm pitcher with both hands. Pour the caramel slowly over the toast — as if you are doing something indulgent and slightly forbidden. Watch it drizzle. Playful, sweet energy. A small smile is perfect here. Take a bite. A touch of caramel on your lip is welcome — do not wipe it immediately, it adds authenticity. After 5 minutes, step back.

#### 10:25 – 10:30      DRINKS — The Artist's Pause

Both drinks are on the table. Lift one glass with both hands — hold it up briefly as if you are admiring a small work of art. Study the layers for a moment. Then take a slow, deliberate sip. Your eyes may close gently. The feeling to communicate: this is exactly what I needed right now. After 5 minutes, step back.

#### 10:45 – 11:00      CLOSING — Love at First Bite

You have tasted everything. Sit with the satisfaction. Look slowly around the restaurant — the space, the light, this place you work in every day. Bring your gaze back to the table. A quiet, genuine smile. Then a final, direct look into the lens: warm, knowing, unhurried. This is the 'Love at first bite' moment. Do not rush it. Hold the look for a beat longer than feels natural. You are free at 11:00.

*Thank you, Anastasiia. The entire film rests on your ability to make the viewer feel something genuine. Trust yourself, trust the food, and enjoy every moment at that table.*

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