

FOODIES

OF SOUTH AFRICA

FEATURING

KLIPDRIFT

#GOLDBETWEENFRIENDS

5-INGREDIENT HOT VS COLD TODDY

Core idea: The classic wintery drink - hot toddy - served 2 ways with just 5 ingredients!

Occasion:

Cold Toddy - summer setting

Hot Toddy - winter setting



FEATURED PRODUCTS

1. Primary product: Klipdrift Premium 750ml
To be featured in branded shots and ingredient build

PRODUCT CONSIDERATIONS:

For the summer drinks setting: Please lightly spray the bottle with water droplets to showcase the refreshingness.

We need **4-5 branded shots** in this video:
x1 ingredients build

1. Bottle in ingredients build
2. Bottle being lifted off surface, in isolation
3. Lid being removed when opening
4. Brandy being poured into glasses with **no water drops** (winter drink)
5. Brandy being poured into glasses **with water drops** (summer drink)
6. Bottle in the background, if it feels natural

*PLEASE TAKE NOTE THAT THE
PRODUCTS SHOWN BELOW ARE THE
PACKS THAT WILL BE FEATURED



LOOK & FEEL

At-home cocktail station



*Please style with fresh fruits relevant to the recipe, where natural, to enhance the scene.



VIDEO FLOW

One idea with 2 variations

PRE-ROLL/
INTRODUCTION
TO DISH

ONE
INGREDIENT
S BUILD FOR
BOTH
RECIPES/
VARIATIONS

CHAPTER
TITLE

STEP-BY-STEP RECIPE
METHOD

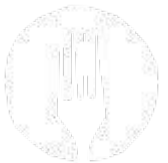
CHAPTER
TITLE

STEP-BY-STEP RECIPE
METHOD

REVEAL &
INTERACTION
SHOTS IN
SPLIT
SCREEN

CHEER
S
SHOT

FOODIES'
STING



5-INGREDIENT HOT VS COLD TODDY | RECIPE

Serves: 2 per variation

Hands-on time: 15 minutes

Hands-off time: 5-12 hours

INGREDIENTS

3 medium oranges, juiced

2 tbsp honey

2 shots (30ml each) Klipdrift Premium Brandy

1 cup ginger ale

1 cinnamon quill

Serving suggestions:

Cinnamon quill, for the garnish

Orange slices



METHOD

RECIPE STEP	HERO SHOTS & KEY CONSIDERATIONS	POST-PROD NOTES
For the cold toddy: 1. Pour the orange juice into a 12 holed ice tray and freeze until frozen overnight until solid.	Slow-motion shot pouring the orange juice into the hole of ice tray. Stop-motion of the holes filling up. (Ref 1)	Chapter Title: Cold toddy!
2. Divide the orange juice ice cubes between two cocktail glasses and drizzle a tablespoon of honey over the ice in each glass.	Shot of the ice cube tray wriggling into frame. Stop-motion ice cubes appearing in each glass. Slow-motion honey drizzle over ice (Ref 2)	
3. Pour a shot of Klipdrift Premium Brandy into each glass and top with the ginger ale, about ½ a cup each.	Slow-motion pouring the klipdrift shot into each glass. (Ref 3) Ginger ale slowly poured into the glasses (Ref 2, 3)	
4. Using a lighter, heat the bottom end of the cinnamon quill and immediately stir the cinnamon quill through each cold toddy. *Chef's Tip: This will allow the flavour of the cinnamon to infuse the cold toddy.	Please shoot this as a separate shot (first heating of the cinnamon and then a separate shot of stirring the drink): Slow-motion buring the cinnamon stick with a lighter (<i>ensure there is not too much smoke</i>) Close-up adding the cinnamon to the glasses and stirring. <i>Please use plain, small lighter (nothing too funky)</i>	Chef's tip icon
5. Garnish each cold toddy cocktail with a cinnamon quill and orange slices, serve immediately and ENJOY!	A cinnamon quill in each glass Orange slices appearing in each glass (Ref 4)	



METHOD

RECIPE STEP	HERO SHOTS & KEY CONSIDERATIONS	POST-PROD NOTES
<p>For the hot toddy: 6. In a medium pot over a medium heat, add the orange juice, honey, ginger ale and cinnamon quill. Bring to the boil and lower the heat to a simmer. Allow to simmer for 4-5 minutes to infuse the flavours.</p>	<p>Close-up pouring orange juice into the pot. Slow-motion drizzling honey in and pouring in ginger ale. (Ref 5, 7) Cinnamon quill dropped in (Ref 6) Time-lapse of the mixture simmering</p>	<p>Chapter title: Hot toddy! Timer icon</p>
<p>7. Remove the cinnamon quill and divide the warm mixture between 2 heatproof cocktail glasses. Pour 1 shot of Klipdrift Premium Brandy into each glass.</p>	<p>Close-up pouring the mixture into the glasses. <i>Capture the steam from the pot when pouring into each glass.</i> Slow-motion pouring a shot into each glass</p>	
<p>8. Garnish each hot toddy with a cinnamon quill and an orange slice on the rims, serve immediately and ENJOY!</p>	<p>Steam rising from hot toddy (Ref 8) Cinnamon quill added to each glass, stirring Orange slice appearing on the rim of glasses (different to cold toddy)</p>	
INTERACTION SHOTS	KEY CONSIDERATIONS	
<p>EXTRA SHOT: Cheers shot of the hot and cold toddy in same screen</p> <p>Hot toddy: Hand coming in, stir the drink with the cinnamon stick. Time-lapse of the drink being finished</p> <p>Cold toddy: Hand coming in, stir the drink with the cinnamon stick. Time-lapse of the drinks being finished</p>	<p>Serve 2 of each variant to showcase the sociability of the drink.</p> <p>Hot toddy: <i>Should have visible steam. Final shot should have a cosy warm feeling</i></p> <p>Cold toddy: <i>Shot of the glass looking cooling and refreshing (water drops on side of glasses) .</i></p>	<p>Serving of the two drinks to appear in split screen</p>

RECIPE REFERENCES

Cold toddy:

1



2



3



4



Hot toddy:

5



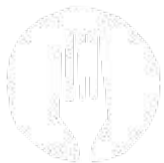
6



7



8



FILMING GUIDELINES

- All our content is shot for a 4x5 aspect ratio (1080x1350)
- Below are examples of how the full 16x9 frame will be cropped in post-production – please be mindful of framing to ensure all action remains in the safe space. **All the greyed-out areas below will be removed**
- It would be safer for videographers to frame slightly wider for us to apply a few points of scale if needed

