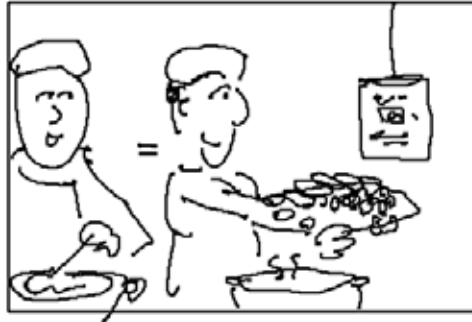


OPEN ON A COOK STIRRING SOME SOUP. COOK #1 (BOB) RETURNS TO HIS STATION WITH SOME FRESH VEGETABLES. HIS CAN PHONE HAS A FLASHING RED LIGHT ON IT.



**COOK 2:** Hey Bob, you got a message.

SOUP CAN PHONE IS PLAYING BACK A RECORDED MESSAGE.



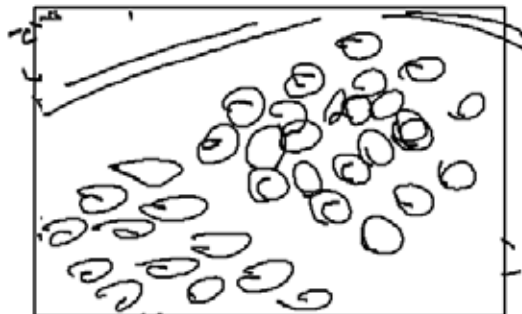
**MOM:** [ON ANSWERING MACHINE] Hi Butchy, this is mommy.

CUT TO BOB STIRRING LARGE POT OF STEAMY SOUP. SMILES LISTENING TO HIS ENDEARING MOM.



**MOM:** The chicken noodle you made is so good. I'm having a bowl right now.

CUT TO HIS TRAY OF FRESH VEGETABLES.



The vegetables are cut nice and thick...you always were good at cutting your vegetables.

HE RAISES LADLE WITH SOUP DISPLAYING CHICKEN.



And it's got all white meat chicken...

**Progresso Equity  
Chicken Noodle**

**“Message from Mom” :30**

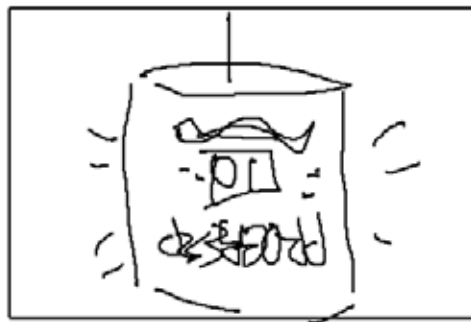
4/21/11 P.2

COOK TASTES SOUP.



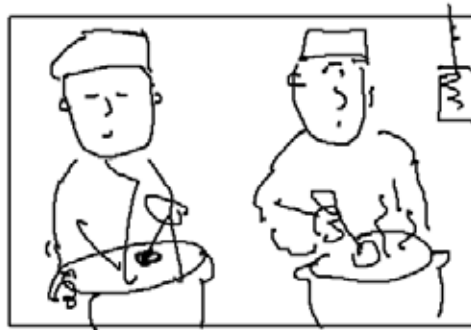
**MOM:** ... the way I always made it for you.

CLOSE UP OF CAN



**MOM:** Oh, one more thing.

CUT TO BOTH COOKS.  
COOK 2. IS FOCUSED ON  
HIS SOUP. BOB IS HOPING HE  
DIDN'T HEAR THE MESSAGE.



I know you're busy making soup,  
but you really need to clean your  
room. Love you.

[PAUSE. HE HOPES OTHER COOK  
DIDN'T HEAR]

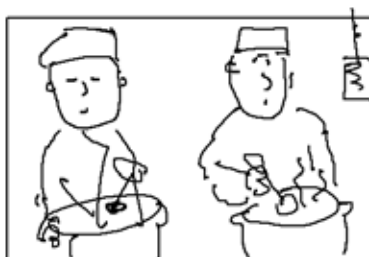
**COOK 2:** Butchy?

CUT TO END ANIMATION  
OF INGREDIENTS GOING  
INTO CAN.



**AVO:** Progresso. You gotta taste  
this soup.

ALT END:



**MOM:** Oh, one more thing.  
Those underwear you like...  
I bought you five pairs. Love you.