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**VNR 7**

# “Grilled Cheese”

**April Dairy MAX - VNR**

*RUN TIME 1:16*

FINAL– April 1, 2016

*The sample anchor intro and tag information may be scripted to your preference. If you choose to use your own talent for the voice-over portions of this package, the script must be followed verbatim.*

SAMPLE ANCHOR INTRO

Healthy and easy recipes can be hard to come by. But in this segment of *News from Dairy MAX* remaking an American classic can add much needed nutrients to your family’s diet.

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| **Scene** | **Notes** | Video | Audio |
|  |  | B roll, family at dinner time, cooking in the kitchen | Dinner time can be hectic during the week, especially when you’re cooking for a family. But Registered Dietitian Sarah Feye says a healthy meal doesn’t have to be a hassle. |
|  | Sarah Feye, RDN in kitchen | B roll of grilled cheese, ingredient layout | *“Busy parents often forget about American classics like grilled cheese. And classic doesn’t mean boring. A grilled cheese sandwich adds whole grains, protein and calcium to fill your family up while providing essential nutrients. Plus, you can add roasted peppers or guacamole or even apples to really jazz things up.”* |
|  |  | B roll of cheese | Cheese is also healthy. It’s the number 2 source of calcium in the average American’s diet which is great for strong bones in growing children and women. |
|  | Sarah Feye in kitchen | B roll of pouring glass of milk | *“Besides much needed calcium, dairy foods like cheese and a big glass of low-fat milk are packed with vitamin D and protein. That fits into any healthy eating plan.”* |
|  | Mom in kitchen | B roll of mom in kitchen, cooking, setting table | *“Grilled cheese is my go-to meal when I’m short on time. It’s quick, easy, and most importantly, my kids will eat it! And it’s healthy for them.”* |
|  |  | People eating grilled cheese | Grilled cheeses are a simple, family-approved meal for any day of the week. For more recipes, visit the Dairy MAX Pinterest board or [www.dairydiscoveryzone.com](http://www.dairydiscoveryzone.com)  And that’s ***News from Dairy MAX***. |

# SAMPLE ANCHOR TAG

Who knew that a grilled cheese could add so much protein and calcium to your family’s diet?