

- Hey, we're out of orange juice.

- This morning this family is phasing out the leading frozen orange juice in favor of Birds Eye Orange Plus.

- Honey, you got up early just to squeeze fresh orange juice, look at the pulp.

- No, I didn't, that's Orange Plus.

- Orange Plus, huh?

- Do you like it?

- Yeah, it smells and tastes like fresh-squeezed. Mm, Orange Plus frozen concentrate for imitation orange juice. It definitely tastes more like fresh. You sure you didn't squeeze this?