

Announcer: In a California supermarket, this family compared the most popular frozen orange juice with a totally new product, Birds Eye's Orange Plus.

Woman: And could you tell me why?

- Mmm, it tastes fresh.

- It tastes fresh?

- Yes.

Woman: You just picked Birds Eye's new Orange Plus over the most popular frozen orange juice.

- This one tastes frozen.

Woman: Well, this is a frozen--

Announcer: Birds Eye's new orange juice drink is regular frozen orange juice, plus extras that make new Orange Plus tastes better than the most popular frozen orange juice.

- What do you say, my goodness, we practically had our lunch.