

TRUE FLAVOR :60

MAN: Boulder Creek Steakhouse brings you the true flavor of the west. Today's topic: The saloon with the plate glass window. In a Western movie, when you see a saloon with a plate glass window, be advised that at any moment, a man will come flying out through that window, shattering the glass.

SFX: PLATE GLASS WINDOW SHATTERING

MAN: The truth, of course, is that the impact velocity and precise angle of incidence required for a hurtling man to penetrate commercial-grade display glass suggest a much greater probability the man will simply bounce off and crumble to the floor.

SFX: THUD, THUD

MAN: The folks at Boulder Creek Steakhouse mention this because we want to bring you a true flavor of the west. That's why at Boulder Creek, we begin with only the tenderest steaks aged 21 days or more, seasoned perfectly, cooked exactly to your taste, and served in a dining atmosphere that feels like a Rocky Mountain lodge, with a roaring fire and wait staff that really looks out for you. If you truly love steak, please come visit, and when you do ...

SFX: DOOR OPENING, PLEASANT CLATTER OF RESTAURANT

MAN: ... please use the door.

ANNCR: Boulder Creek Steakhouse. The true flavor of the west.

CAVEMAN :60

SFX: CRACKLING FIRE

ANNCR: 80,000 years ago, Man discovered fire.

CAVEMAN: Fire ... hot.

ANNCR: And shortly thereafter, he put it to good use.

CAVEMAN: How you like mammoth cooked?

ANNCR: Over time, Man's tastes became more refined.

CAVEMAN: Me looking for wine that go nicely with mammoth.

ANNCR: So after all these years, naturally we're a nation of steak-lovers. And that's why Boulder Creek Steakhouse was born.

MUSIC UP

SFX: MEAT SIZZLING

ANNCR: Boulder Creek Steakhouse is the steak-lover's steakhouse. Where your perfectly aged steak is seasoned with special spices, cooked exactly to your taste, and served in an atmospheric setting that feels like a Rocky Mountain lodge, with a roaring fire and wait staff that really looks out for you. Boulder Creek Steakhouse. It's not for just anybody ...

CAVEMAN: Table for two, please.

ANNCR: ... Just anybody who loves steak.

CAVEMAN: Fire ... cool!

ANNCR: Boulder Creek Steakhouse. The steaklover's steakhouse.

TWO KINDS OF PEOPLE :60

MAN: At Boulder Creek Steakhouse, we know there are two kinds of people in this world. Steak people. And everybody else.

When most people talk about aging, they mean

Omigod, another gray hair!

But when steak people talk about aging, they mean something else.

When most people talk about tenderness, they mean *Oh snookums, babykins, mummywummygunny goo goo ...* But when steak people talk about *tenderness*, they mean something else.

At Boulder Creek Steakhouse, we're devoted to that special breed of people known as steaklovers.

SFX: SIZZLING, RESTAURANT CLATTER

We start with tender, aged beef. Season it just right. Prepare it exactly to your taste. And serve it in a setting that feels more like a cozy lodge than a restaurant. Because at Boulder Creek Steakhouse, we know that when most people say *Honey, that was amazing!*

they mean

That was okay

But when steak people say *That was amazing!* they mean, I just ate at Boulder Creek Steakhouse, and it was *something else*.

ANNCR: Boulder Creek. The steaklover's steakhouse.

BRAINS :60

MAN: The folks at Boulder Creek Steakhouse would like to thank steak-lovers for the remarkable evolutionary success of humans. You see, we humans have made it to the top of the heap, species-wise, because of our brains, which are inordinately large, despite what you might infer from watching daytime television. And the reason the brains of early humans grew to be so large was: meat. Organizing the hunt, carving spears and bows and arrows, planning a dinner party – these activities required extra mental muscle. Yes, steak-lovers, were it not for you and your very clever ancestors, we as a species would still be subsisting on nuts and twigs, without even the option of enjoying a meal at Boulder Creek Steakhouse, where today's steak-lovers dine on tender aged beef, seasoned just right, cooked to perfection and served in an atmosphere more like a cozy lodge than a restaurant. So thanks again, steak-lovers, for providing mankind the intellectual capacity to come out of our caves, eat at Boulder Creek, and still have enough brainpower left over to invent the pogo stick.

ANNCR: Boulder Creek Steakhouse. The steaklover's steakhouse.

BOULDER CREEK VS ZEE FRENCH :60

MAN: The good folks at Boulder Creek Steakhouse have a question for steak-lovers: Where would you rather eat tonight? Choice number one: a gourmet French *restaurant*, with a *maitre d'* named *Maurice* who says *vous* when he means "you," shows you to your *table*, and then hands you a menu of unpronounceable *entrees* that come in very *petite portions*. Choice number two: Boulder Creek Steakhouse, where every steak is USDA Choice, aged at least 21 days, specially seasoned and prepared just the way you ask for it, in a cozy setting that feels like a mountain lodge. Oh, and at Boulder Creek, your friendly and extremely knowledgeable waitperson will happily take you through our all-English menu of delicious steak and non-steak choices, and answer any and all questions without making you feel like an *idiot*. So, steak-lovers, the decision is yours: Perfectly cooked steak in a warm and friendly setting? Or an evening of existential anguish supplied, at no small price, by a bunch of beret-sporting, frog-eating, cologne-reeking, Proust-quoting surrender monkeys?

ANNCR: Boulder Creek. The steaklovers steakhouse.