

A&W Centennial Video News Release

June 17, 2019

B-roll at <https://vimeo.com/342434266>

VIDEO	AUDIO
ANCHOR O/C	-- ANCHOR -- 100 YEARS AGO THIS WEEK -- ON JUNE 20, TO BE EXACT -- AMERICA'S FIRST FRANCHISED RESTAURANT CHAIN WAS BORN.
Square Dance commercial CG: A&W Restaurants archives Mascot dancing	--NATSOT FULL THEN UNDER-- A&W FOREVER CHANGED THE WAY AMERICANS EAT OUT AND SET THE TABLE FOR TODAY'S GLOBAL CHAIN RESTAURANT INDUSTRY. FROM DANCING ROOT BEERS... TO DANCING ROOT BEARS... A&W HOLDS A UNIQUE PLACE IN AMERICA'S FOOD AND CAR CULTURES.
Black & white footage of carhops	A&W PIONEERED THE DRIVE-IN RESTAURANT NATIONWIDE...
Guest walking with float	MADE ROOT BEER AND THE FLOAT ALL- AMERICAN FAVORITES...
Bacon cheeseburger being made on grill	AND EVEN INVENTED THE BACON CHEESEBURGER, WAY BACK IN 1963.
Still shot of 1919 parade	THE FIRST A&W WAS A TINY ROOT BEER STAND SET UP BY ENTREPRENEUR ROY ALLEN AT A PARADE HONORING WORLD WAR I VETERANS IN LODI (low-dye) CALIFORNIA.
Still shot of founders	ALLEN, WITH THE HELP OF PARTNER, FRANK WRIGHT – HENCE THE NAME A&W – QUICKLY OPENED MORE STANDS IN CALIFORNIA.
Still shots of early restaurants	HE THEN STARTED SELLING FRANCHISES AROUND THE COUNTRY.

	EVEN J-WILLARD-MARRIOTT OPENED A&WS IN WASHINGTON, D.C., LAUNCHING WHAT WOULD BECOME THE MARRIOTT HOSPITALITY EMPIRE.
International TV commercial	A&W ALSO WAS THE FIRST AMERICAN RESTAURANT BRAND TO START FRANCHISING IN SOUTHEAST ASIA.
Root Beer being poured, served and enjoyed	TODAY, THERE ARE ABOUT ONE THOUSAND A&W RESTAURANTS IN ASIA AND THE U.S. A LOT HAS CHANGED IN 100 YEARS, BUT ONE THING HAS NOT - EACH A&W IN THE U.S. STILL MAKES ROOT BEER FRESH IN EACH RESTAURANT.
Link for screen cap: http://www.awmerchandise.com/100th-Anniversary-Book_p_1760.html CG: www.awmerchandise.com	TO COMMEMORATE ITS CENTENNIAL, A&W CREATED A BOOK OF MEMORIES AND PHOTOS SUBMITTED BY FANS AND FORMER EMPLOYEES, WITH SALES BENEFITTING DISABLED AMERICAN VETERANS – D-A-V. BUY IT ONLINE AT A-W-MERCHANDISE-DOT-COM.

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