

## Script video 1 :Fast food ads vs reality Consumer Reports

Feast your eyes on this Wendy's hamburger. In the ad, it looks delicious, right, but the burger you get can look a whole lot different. Because Consumer Reports has got so many complaints, it sent in secret shoppers.

They sent a photo studio in a van to seven fast food chains, several outlets of each. They photographed a variety of menu items to compare what you see with what you're served. Quiznos sandwich ads are a work of art, everything looks beautiful but in reality, this is how the sub appeared when we bought it.

Although sometimes the food came close to the ads, the results for the most part were disappointing. The worst offender in Consumer Reports' small sample: Subway sandwiches. Its popular Italian BMT came to the van looking quite different but according to Subway, foods portrayed in its ads, I quote, "[are made to the exact specifications as those found at our 26,000 restaurants](#)". (written in the video)

So, why the big difference between ads and reality? Julie Orlock is a professional food stylist whose job it is to create food fantasies. "When we're taking that photograph, you want to highlight the feature of all the elements in that sandwich. What we're doing is we're building that to play up to the camera and appeal to your senses, and to make your eyes hungry." (Julie speaking)

For food that is as pretty as it's pictured, maybe it's best to eat with your eyes closed.