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TREATMENT BY FATTY

CHEEZ-IT

BONSAI3

CIEN+

INTRODUCTION

ACTING / HUMOR

CINEMATOGRAPHY / NIGHT

ART DIRECTION / COLOR PALETTE

CASTING

COSTUME DESIGN

CHEEZ IT PRESENCE

CHEEZ IT TASTE APPEAL

SOUND DESIGN

GOTCHA! 15S

GOTCHA! V1 6S

GOTCHA! V2 6S

GOTCHA! V3 6S

GOTCHA! V4 6S

GOTCHA! V5 6S

MUSIC



**MEMO**

# INTRODUCTION INTRODUCTION INTRODUCTION INTRODUCTION



Hello! We have an amazing set of Cheez-It scripts with a very well defined humor (and tastiness) that are brought to life by the authentic personalities of our characters, rooted in Hispanic culture, bring warmth and relatability, celebrating the entertaining and joyful moments that define family bonds. The Mexican-American house / kitchen, infused with Cheez-It's signature colors, will feel like a welcoming, fun, and familiar space to tell our stories, while Cheez-It itself takes a starring role as the perfect snack for every occasion and family bonding . The "Sabor que sorprende" tagline becomes a central theme, as we capture the unmistakable look of our characters while enjoying the flavor, and crunch of each Cheez-It . Through rich visuals and immersive sounds, viewers will experience the snack's full appeal, making it clear that Cheez-It brings delight, connection, and a touch of surprise to any family. Each of the different flavors and presentations will be highlighted organically, reinforcing the product's versatility and appeal through our stories.







Cheez-It will be the central, unifying force in our stories, seamlessly positioned into every moment. The brand will appear clearly and dynamically throughout, maintaining a strong presence while feeling entirely natural within the narrative. Whether it's the moment of the midnight snack, the playful interactions between family members, or the subtle but constant presence in the scene, Cheez-It will be front and center as a key character in the story. Each of the different flavors and presentations will be highlighted organically, reinforcing the product's versatility and appeal. From the crunch of the snack to the characters' reactions, Cheez-It will drive the action, ensuring that its presence is felt in a very organic and standing manner in each composition.

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Pour votre santé, mangez au moins cinq fruits et légumes par jour. [www.mangerbouger.fr](http://www.mangerbouger.fr)





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For "Cheez-It Brand Presence," our story should ensure that every element reinforces Cheez-It as a fun, iconic snack that leaves a lasting impression. The brand's tagline of "Sabor que sorprende" must resonate through vibrant visuals, capturing the irresistible look of each Cheez-It—the texture, seasoning, and perfect bite-size that makes it a go-to snack. Each character's distinct personality should shine through in how they savor Cheez-It, allowing their genuine reactions to express surprise, delight, and satisfaction. With expressive close-ups, dynamic camera angles, and strategic framing, we'll make each moment of tasting Cheez-It unique, memorable, and unmistakably Cheez-It, building a strong brand presence that viewers can instantly connect with and crave.

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\*\*Walkers Baked 50% less fat vs average value of potato crisps



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Sound design becomes a powerful tool to bring viewers closer to the Cheez-It experience. Every crunch, every “mmm” of enjoyment, and the satisfying rustle of the box or bowl create a sensory immersion that makes the flavor feel real. By emphasizing these sounds—the unmistakable crackle of Cheez-Its being poured, the slight rattle of the box as it’s passed from one person to another, and the crunchy search of a hand digging for the perfect bite—we enhance the taste appeal through auditory cues. This sound design will bring Cheez-It to life, making viewers feel as if they’re right there, savoring the irresistible flavor and texture. Together with the visuals, this layered sound experience will create an emotional and sensory bond, making "sabor que sorprende" not just a tagline but a feeling.



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**GOTCHA!**

**15\$**



The acting of our characters needs to capture the lively essence of Hispanic culture and families by showcasing personality's that are naturally expressive and full of uniqueness. Their interactions should feel warm and authentic, reflecting a bond of friendship where humor and playfulness are central. Each character should embody a distinct personality, yet blend together seamlessly, creating a sense of camaraderie and shared history. This connection between them should come across as effortless, highlighting the shared laughter, jokes, and pranks that define their close relationship. Their chemistry, along with a mutual appreciation for each other's company, will make viewers feel that every moment spent together is filled with warmth and joy—just like sharing a favorite snack like Cheez-It.



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**MOR NARRATIVE HUMOR NARRATIVE HUMOR NARRATIVE**

# CINE



# MATOGRAPHY

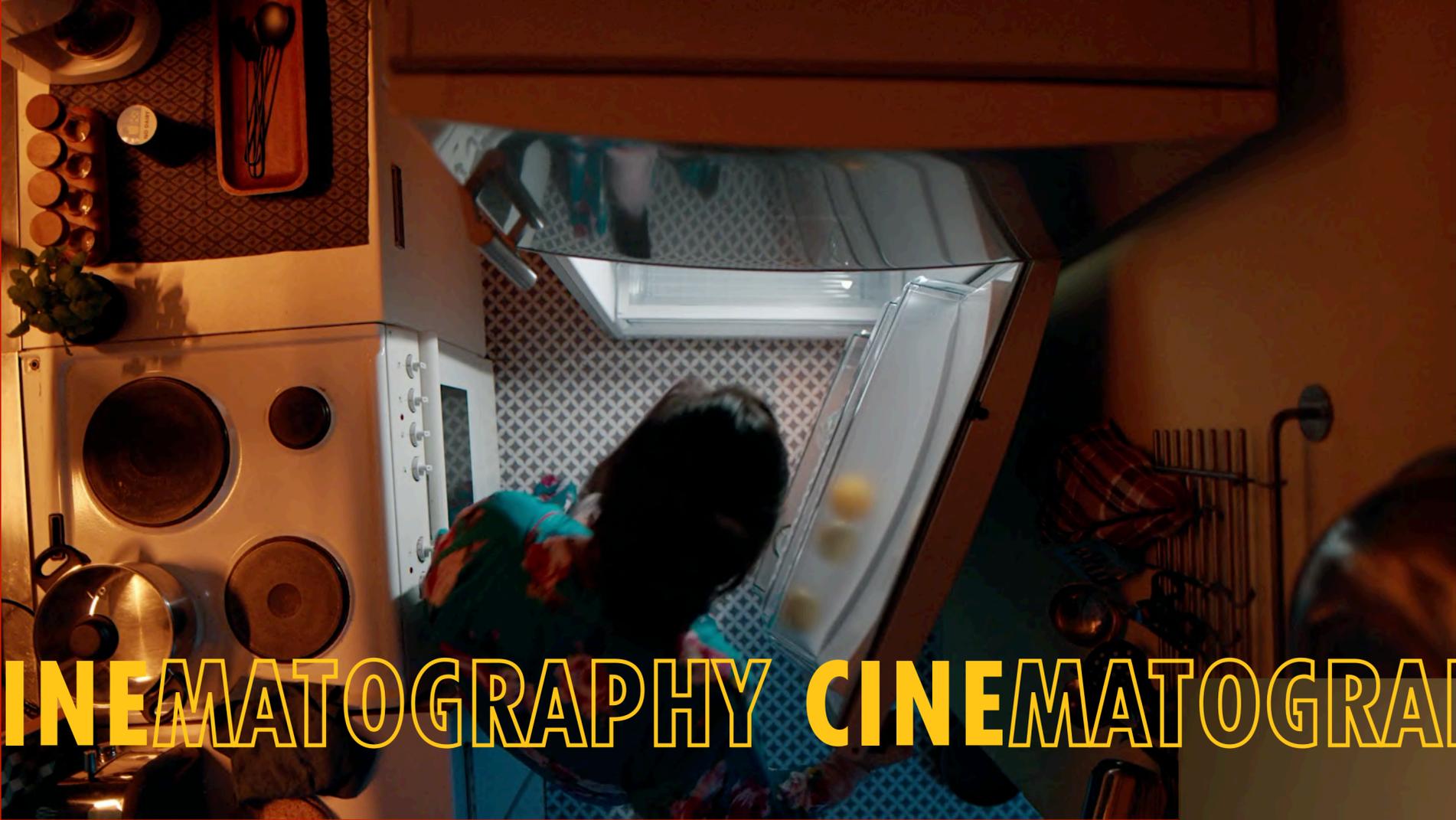
## NIGHT

Building on this warm, late-night Hispanic kitchen ambiance, our cinematography will employ subtle contrasts and intentional framing to capture the essence of Mexican-American families, humor, and suspense. The lighting design will blend cozy, dim overheads with sharper accent lights, casting just the right amount of shadow around our atmosphere. This setup will convey the suspense of a “midnight snack heist,” where our family gathers. We'll use close-up shots for comedic tension, capturing unique craving expressions as each character eyes the Cheez-Its. Cheez-It as a starring role and our product must be clearly placed and have a presence at all times, looking incredibly tasty and inviting viewers into this playful, relatable family scenario





**CINEMATOGRAPHY CINEMATOGRAPHY CINEMATOGRAPHY**



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## ART DIRECTION KITCHEN / CHEEZ IT COLOR PALETTE:

To further enhance the setting and while celebrating the family's cultural essence, our kitchen art direction will weave in Cheez-It's color palette, integrating warm reds, golden yellows, and earthy oranges that subtly evoke the brand. These colors will be naturally embedded into the kitchen decor—a red ceramic dish here, an amber glass vase there—to create a cozy, familiar backdrop that feels distinctly lived-in. The warmth of the wooden cabinets and ceramic tile countertops will complement this palette, making the kitchen feel inviting and rich with heritage. Family photos, and potted plants will add layers of authenticity, grounding the space with humor and happy times that resonates with the brand's personality.



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### DAD (50 YEARS OLD)

Our casting for Dad will focus on finding a charismatic actor in his 50s who naturally conveys hispanic warmth, Mexican-American humor, and a hint of mischief. He's the kind of dad whose expressive face and body language instantly endear him to the audience, making his midnight snack mission both relatable and entertaining. His quiet footsteps, and playful glances as he sneaks through the kitchen create a comedic undertone that captures his fun-loving personality. This character will embody a loving family man whose connection with his family is as genuine as his love for Cheez-It, establishing a sense of shared, lighthearted family moments centered around the snack.

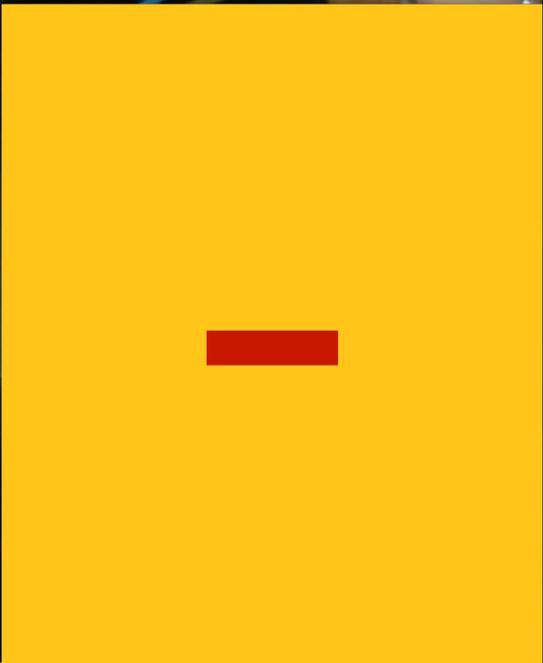
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**CHEEZIT**



What can you offer?

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EXCESO EN AZÚCARES  
EXCESO EN CALORÍAS  
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The costume design will focus on comfort and personality, with each character's attire reflecting their age, style, and role in the family. Dad will wear a cozy robe, embodying the relaxed, warm spirit of a loving father. Abuela will sport a knitted red or yellow sweater, tying in both her nurturing, classic style and the brand's color palette. Andrea will wear a playful, girly hoodie, fitting her confident, fun-loving teenage persona, while the grandson will be dressed in a lively, playful pajama or that shows off his boundless energy. Subtle touches of Cheez-It's signature golden yellow, red, and orange hues will be woven into each outfit—whether in accent colors, patterns, or small details—ensuring the brand's presence is seamlessly integrated into the family's wardrobe without overshadowing their individual personalities. This design approach enhances the feeling of a cozy, familiar home, while keeping the Cheez-It brand front and center in a natural, organic way.

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A person is seen from behind, standing in a kitchen with an open refrigerator. The scene is dimly lit, with the primary light source being the refrigerator's interior light. The person is wearing a dark jacket. The background shows kitchen cabinets and a doorway leading to another room.

STORY

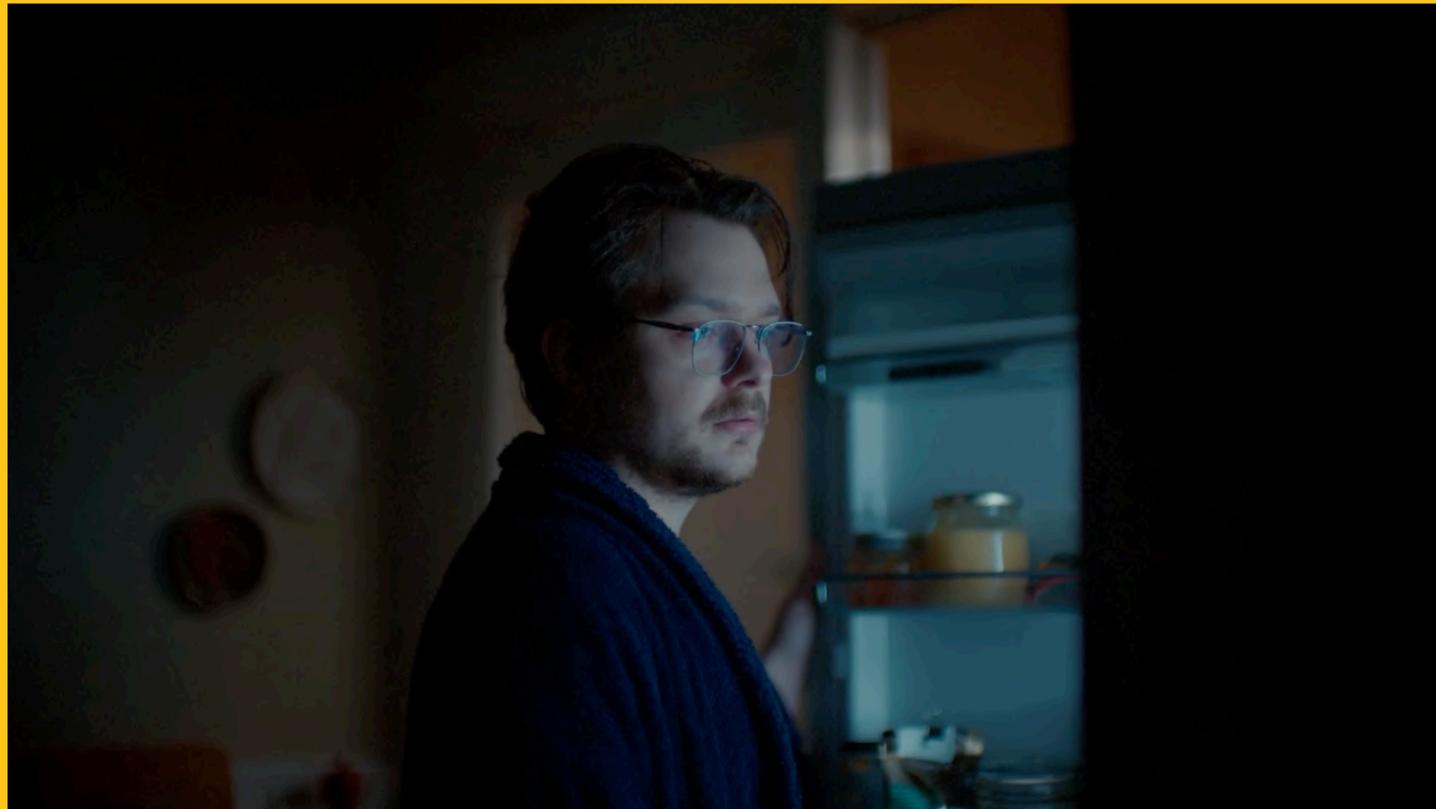
TELLING

GOTCHA! 15S GOTCHA! 15S GOTCHA! 15S GOTCHA! 15S

## -DAD TIPTOEING INTO KITCHEN

We open with a dad, around 50 years old, quietly tiptoeing into the kitchen, rubbing his hands, suggesting he is ready to fulfill his cheesy midnight craving.

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**CHEEZIT**





**DAD FINDS ABUELA AND ANDREA ENJOYING CHEEZ  
- IT HOT & SPICY AND CHEEZ - IT CHEDDAR JACK**

As he enters the kitchen, he finds his mother (the abuela) and his 13-year-old daughter, Andrea, sharing a playful moment at the kitchen table, enjoying Cheez-It Hot & Spicy and Cheez-It Cheddar Jack.

(We see Abuela and her granddaughter enjoying Cheez-It together. Abuela pours more Cheez-It Cheddar Jack into the bowl while her granddaughter eagerly reaches in to grab a handful.)



**ABUELA POURS MORE CHEEZ-IT INTO THE BOWL  
WHILE GRANDDAUGHTER EAGERLY REACHES IN  
TO GRAB A HANDFUL.**

As he enters the kitchen, he finds his mother (the abuela) and his 13-year-old daughter, Andrea, sharing a playful moment at the kitchen table, enjoying Cheez-It Hot & Spicy and Cheez-It Cheddar Jack,

We see Abuela and her granddaughter enjoying Cheez-It together. Abuela pours more Cheez-It Cheddar Jack into the bowl while her granddaughter eagerly reaches in to grab a handful.)





**ABUELA SENSES HER SON'S LATE-NIGHT SNACK HUNT-Abuela-Aha! Do you also have those cheesy cravings?**

The intuitive abuela instantly senses her son's late-night snack hunt, giggles, and says:

Abuela:

¡Ándale! ¿Tu también con antojitos de queso?

Aha! Do you also have those cheesy cravings?



**THEY SHARE GIGGLES, EVERYONE'S ON MIDNIGHT SNACK MISSION-Dad-Let's see, let me try some of those Cheez-It Hot & Spicy.**

They all share giggles —it's the kind of laugh you get when everyone's secretly on the same midnight snack mission, as the dad asks:

Dad:

¿A ver, dame a probar de esos Cheez-It Hot & Spicy?  
Let's see, let me try some of those Cheez-It Hot & Spicy.





## DAD BITES INTO CHEEZ-IT HOT & SPICY / CHEEZ-IT EXPRESSION-Dad-Mmmmm

He bites into the Cheez-It Hot & Spicy, and there's an instant reaction—a flash of curiosity in his eyes like he's uncovering a new dimension of flavor. He chews, letting the heat sink in, then slowly nods, eyebrows raised with that 'okay, I see you, Cheez-It' expression. It's as if he's discovered something he didn't expect.





We do a close-up of the Cheez-It Hot & Spicy.





## **FAMILY HEAR A NOISE COMING FROM INSIDE THE PANTRY**

Suddenly, they all hear a noise coming from inside the pantry. They exchange puzzled looks, wondering if it's a ghost or some kind of animal. They all stand up.



# GRANDSON REVEAL

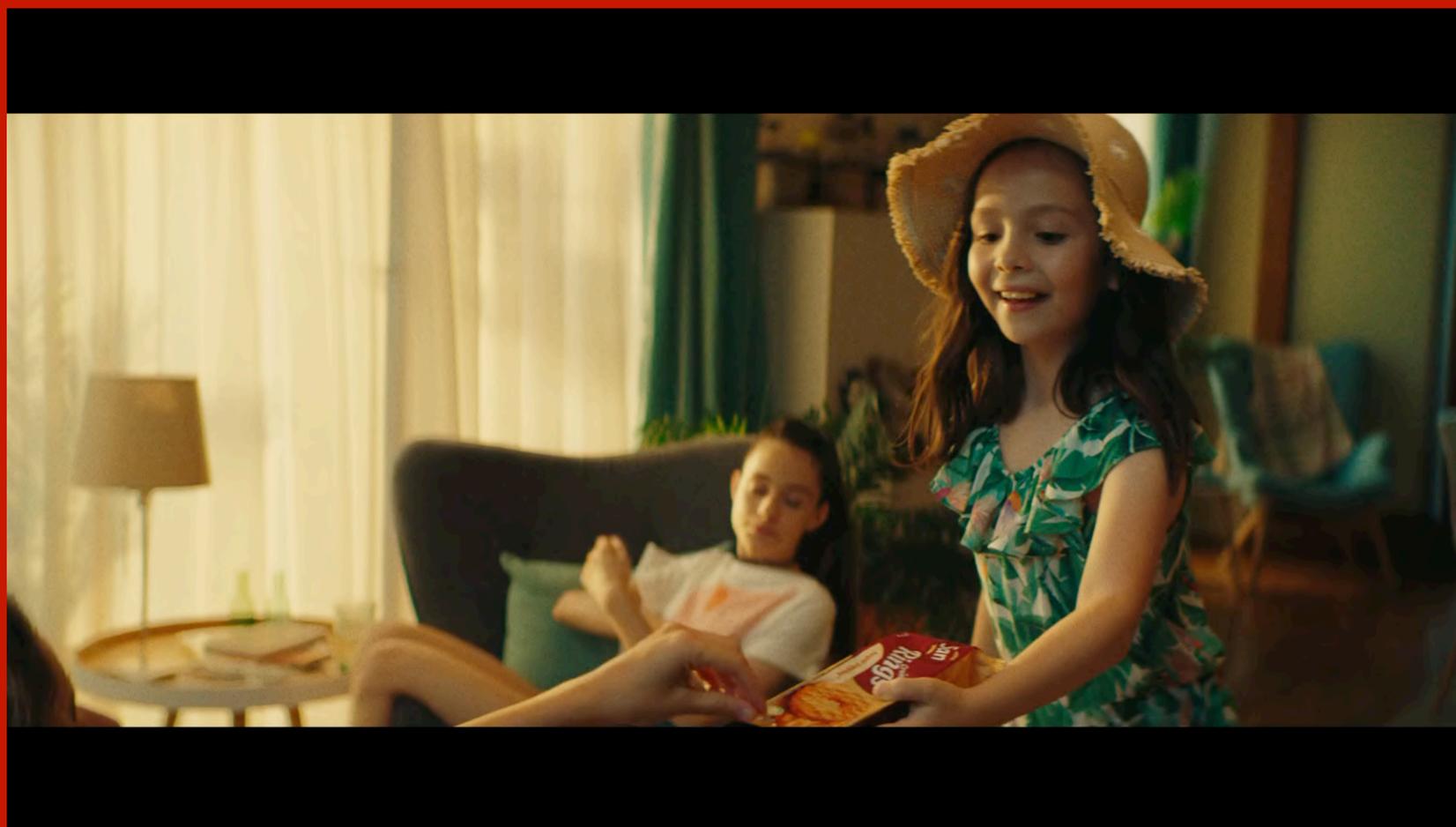
The abuela opens the pantry to reveal her grandson hiding with a mischievous grin, holding a box of Cheez-It Extra Big.



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Vinted





**GRANDSON EXTENDS THE BOX TO ABUELA AND  
ASKS LOVINGLY-Grandson-Do you want some  
Cheez-It Extra Big Grandma?**

The grandson extends the box to the abuela and asks lovingly:

**Grandson:**

¿Quieres Cheez-It Extra Big abuela?

Do you want some Cheez-It Extra Big Grandma?



**ABUELA REACHES INTO THE BOX, EAGER TO SAVOR THE CHEESY FLAVOR-VO Cheez-It, A flavor that surprises... everyone.**

Abuela smiles warmly as she reaches into the box, eager to savor that cheesy flavor. We do a tight shot of all the products and our lock up to show our flavors.

**VO:**

Cheez-It, un Sabor Quesorprende... a todos.

Cheez-It, A flavor that surprises... everyone.





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## END CARD FEATURING FLAVORS

Animated End Card rolls in featuring flavors (TBD).



A woman with short red hair and glasses is looking out a window. She is wearing a brown sweater over a floral patterned shirt. The background shows a wooden wall and green foliage outside.

**SOCIAL MEDIA**

**GOTCHA!**

**6S**

Our 6-second digital spots will embody an authentic, relatable style, capturing moments that feel spontaneous yet polished. Designed to appear as if filmed on a mobile phone, these quick scenes will immerse viewers in casual, everyday interactions where Cheez-It naturally drives the fun. Each clip will be framed to highlight the product in playful, memorable ways that feel true to family dynamics. These mini-stories will capture "Sabor que sorprende" in relatable, snackable moments that must respect the standard for social media engagement.



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TikTok  
@iamwhiteside

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TikTok  
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## GOTCHA! V1 6S :

This quick, 6-second scene delivers a memorable, relatable moment. Set in a cozy Mexican-American pantry late at night, we see Abuela savoring a late-night snack, sneaking bites of Cheez-It Hot & Spicy with audible, satisfying crunches that draw viewers into her enjoyment. Just as she closes the pantry door, she's surprised to find her family standing there, all eyes on her, catching her "Cheez-It-handed." With a playful expression, her granddaughter asks, "¿Nos vas a dar Cheez-It a todos, abuela?" capturing the warmth and humor of family dynamics.



### CHEEZ-IT - SPANISH LANGUAGE SPOT

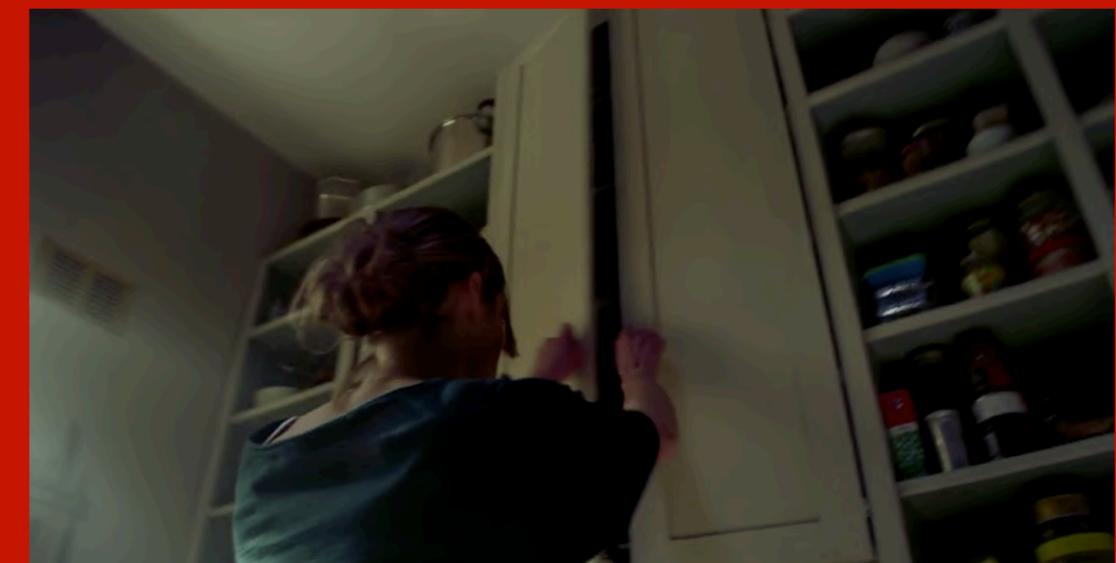
#### Gotcha! V1 6s

DESCRIPTION	VIDEO	AUDIO
<p>The scene unfolds in a typical Mexican-American pantry, late at night.</p> <p>The kitchen has a cozy, lived-in feel, with warm wooden cabinets.</p>	<p>We open with the Abuela inside the pantry, eating from the box of Cheez-It Hot &amp; Spicy.</p> <p>As she closes the pantry door, she freezes—her family is standing there, staring right at her. Caught Cheez-It-handed.</p>	<p><b>SFX:</b> We hear the satisfying crunches as the abuela bites into the Cheez-It cracker.</p> <p><b>Granddaughter:</b> ¿Nos vas a dar Cheez-It a todos abuela? And you're going to share those Cheez-It, right, Grandma?</p>
<p>We close the spot with the VO and lock up. End card</p>	<p>Animated End Card rolls in featuring flavors (TBD).</p> 	<p>Music kicks in.</p> <p><b>VO:</b> Cheez-It, un Sabor Quesosorprende... a todos. Cheez-It, A flavor that surprises... everyone.</p>



AMERICAN PANTRY NIGHT MEXICAN AMERICAN PANT

Requires Wi-Fi and compatible devices. Sequences shortened and simulated.





HUMOR ACTING HUMOR ACTING HUMOR ACTING HUMOR ACTING HUMOR



**MOR NARRATIVE HUMOR NARRATIVE HUMOR NARRATIVE**

Valid on eligible orders only. Min \$5 Perk if order is delivered late; max \$15 Perk when qualifying 3rd party offers lower price for same order. Submit claims within 7 days. Perks usable on future orders for 30 days, cannot be combined and restrictions apply. Full terms at [lp.grubhub.com/legal/ghgterms](https://lp.grubhub.com/legal/ghgterms).



**MOR NARRATIVE HUMOR NARRATIVE HUMOR NARRATIVE**

## GOTCHA! V2 6S :

This 6-second scene captures a playful family secret, set in grandma's Mexican-American bedroom (recámara). The spot begins with the grandson enjoying a box of Cheez-It Extra Cheesy, his audible crunches drawing us into his delight. When Abuela discreetly opens her nightstand drawer—or peeks under the bed—we discover her hidden stash of Cheez-It boxes, revealing her secret love for the snack. The grandson's face lights up in surprise, and they share a warm, knowing smile. With a hint of mischief, he asks, "Grandma, do you have more Cheez-It Extra Cheesy?" This charming exchange underlines Cheez-It's irresistible appeal across generations, showing that "Sabor que sorprende" is a pleasure to be shared (and even hidden!) among family.



Etsy is a marketplace for independent sellers. Products may vary.

Gotcha! V2 6s		
DESCRIPTION	VIDEO	AUDIO
<p>The scene takes place in a classic Mexican-American recámara (grandma's room), complete with a vintage nightstand or old wooden dresser.</p>	<p>We open with the little grandson eating from a box of Cheez-It Extra Cheesy.</p> <p>Abuela opens her nightstand drawer to reveal a hidden stash of Cheez-It boxes. Or, as she peeks under the bed, we discover an entire assortment of Cheez-It boxes tucked away, revealing her secret snack supply. We see the little boy's face of surprise. They both smile at each other.</p> 	<p><b>SFX:</b> We hear the satisfying crunches as the grandson bites into the Cheez-It cracker.</p> <p><b>Grandson:</b> ¿Abuela, tienes más Cheez-It Extra Cheesy? <i>Grandma, do you have more Cheez-It Extra Cheesy?</i></p>
<p>We close the spot with the VO and lock up. End card</p>	<p>Animated End Card rolls in featuring flavors (TBD).</p> 	<p>Music kicks in.</p> <p><b>VO:</b> Cheez-It, un Sabor Quesorprende... a todos. <i>Cheez-It, A flavor that surprises... everyone.</i></p>



**GRANDSMA'S ROOM GRANDSMA'S ROOM GRANDSMA'S RO**





**GRANDSMA'S ROOM GRANDSMA'S ROOM**

**MOR NARRATIVE HUMOR NARRATIVE HUMOR NARRATIVE**

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### GOTCHA! V3 6S :

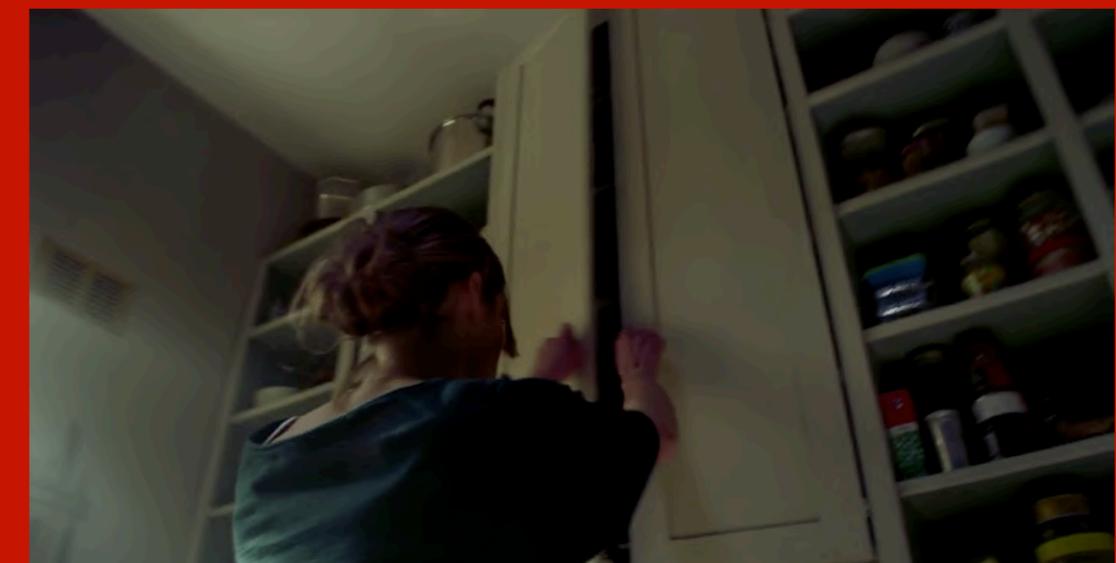
This 6-second scene captures a warm, late-night moment in a typical Mexican-American pantry. The scene opens with the grandson offering Abuela a box of Cheez-It Extra Big, inviting her to share in the snack he loves. She takes a bite, and her face lights up with delight at the bold flavor, creating a heartfelt exchange that celebrates their bond. As she enjoys the satisfying crunch.



DESCRIPTION	VIDEO	AUDIO
<p>typical Mexican-American pantry late at night.</p> <p>Grandson: ¿Quieres Cheez-It Extra Big? Do you want some Cheez-It, grandma?</p> <p>Abuela: Mmmmm Mmmmm</p>	<p>The grandson extends the box to the abuela and asks the abuela lovingly if she wants some Cheez-It Extra Big. The abuela eats the cracker and loves the flavor. The abuela smiles warmly.</p> 	<p><b>SFX:</b> We hear the satisfying crunch as the dad bites into the cracker.</p> <p><b>Grandson:</b> ¿Quieres Cheez-It Extra Big? Do you want some Cheez-It, grandma?</p> <p><b>Abuela:</b> Mmmmm Mmmmm</p>
<p>the VO and</p>		<p>Music kicks in.</p> <p><b>VO:</b> Cheez-It, un Sabor Queso para todos. Cheez-It, A flavor that suits everyone.</p>



AMERICAN PANTRY NIGHT MEXICAN AMERICAN PANTRY NIGHT



## GOTCHA! V4 6S :

This 6-second scene captures a relatable, late-night moment with a touch of suspense and humor. Set in a dimly lit, cozy Mexican-American kitchen, the scene unfolds as Dad sneaks a taste of Cheez-It Hot & Spicy. His surprised expression quickly shifts to one of approval, nodding and smiling as he savors the bold flavor. The audible crunch and his approving “Mmmmm” convey just how irresistible the taste is, even in this quiet, midnight snack setting. This simple yet engaging moment highlights Cheez-It as a snack full of “Sabor que sorprende,” emphasizing its flavor appeal and making it a go-to treat for all ages, even in those unexpected, late-night cravings.

GOTCHA! V4 6s		
DESCRIPTION	VIDEO	AUDIO
<p>set in an average Mexican-American kitchen late at night, the dim light casts soft shadows across the room, creating a warm, intimate atmosphere with a lived-in feel.</p> <p>The kitchen has a cozy, lived-in feel, with warm wooden cabinets, granite countertops, and subtle Mexican-American culture—dishware, a plant on the counter, and a few family photos on the fridge.</p>	<p>We see a dad trying Cheez-It Hot &amp; Spicy. Surprised by the delicious flavor, he nods in approval and smiles.</p> 	<p><b>SFX:</b> We hear the satisfying crunch as the dad bites into the cracker.</p> <p><b>Dad:</b> Mmmmm Mmmmm</p>
<p>The spot with the VO and end card</p>	<p>Animated End Card rolls in featuring various Cheez-It flavors (TBD).</p> 	<p>Music kicks in.</p> <p><b>VO:</b> Cheez-It, un Sabor Que Sorprende a todos. Cheez-It, A flavor that everyone loves.</p>





**MOR NARRATIVE HUMOR NARRATIVE HUMOR NARRATIVE**

**MOR NARRATIVE HUMOR NARRATIVE HUMOR NARRATIVE**



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## GOTCHA! V5 6S :

In this 6-second scene we find ourselves in a familiar Mexican-American kitchen, with the soft, warm ambiance of a late-night snack. The scene opens as the grandson lovingly offers his abuela a Cheez-It Extra Big from his lunchbox, asking, "Cheez-It Extra Big, granny?" The moment is filled with anticipation as the abuela takes a bite, and the surprise on her face tells the story of how irresistible Cheez-It's flavor is. We hear the satisfying crunch of the cracker, a sensory cue that enhances the experience of tasting something so unexpectedly delightful.



Gotcha! V5 6s		
DESCRIPTION	VIDEO	AUDIO
	<p>The grandson extends the lunchbox to the abuela and asks lovingly if she wants some Cheez-It.</p> <p>The abuela takes a bite and she is surprised by the good flavor of Cheez-It.</p> 	<p><b>Grandson:</b> ¿Cheez-It Extra Big abuelita? Cheez-It Extra Big, granny?</p> <p><b>SFX:</b> We hear the satisfying crunch of the dad bites into the Cheez-It cracker.</p> <p><b>Abuela:</b> ¡Guau! <b>WOW!</b></p>
the spot with the VO and End card	<p>Animated End Card rolls in featuring flavors (TBD).</p> 	<p>Music kicks in.</p> <p><b>VO:</b> Cheez-It, un Sabor Quesorprendetodos. Cheez-It, A flavor that surprises everyone.</p>

The music will be crafted to evoke a playful yet suspenseful tone that amplifies the "Gotcha!" spirit of our story. It will build anticipation, drawing viewers into the fun moments leading up to the surprise or resolution of the story. Cheez-It. Light, bouncy rhythms will add a sense of energy and fun, while subtle crescendos and pauses will mirror the teasing build-up of our stories, tastes and resolution moments.



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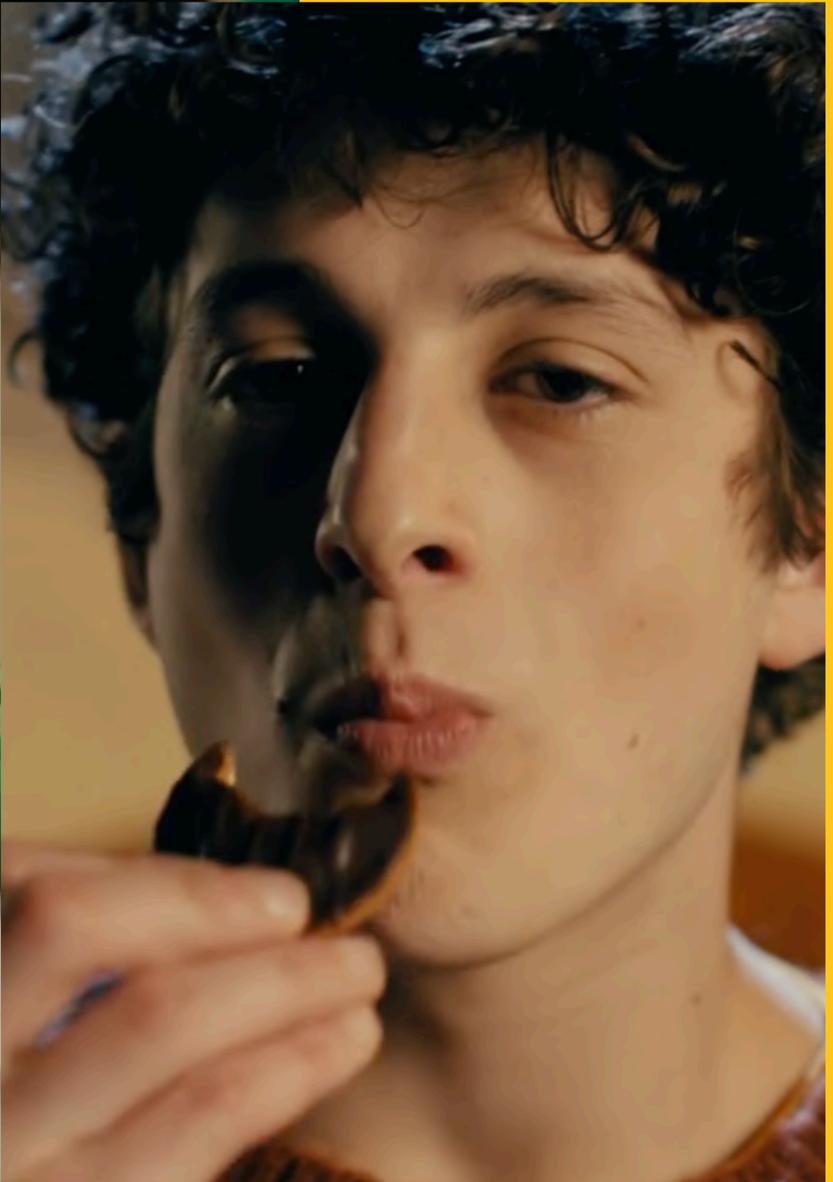


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The role of our voice-over artist is to reinforce the message we've already established through the playful and genuine reactions of our characters. After the fun, vibrant expressions of delight and surprise, the announcer steps in with an inviting tone, providing a clear and memorable conclusion: "Cheez-It, A flavor that surprises... everyone." This final reinforcement ties together the sensory experience, reminding the audience that Cheez-It's irresistible taste is the true star of the story. The voice-over will feel natural and effortless, serving as a friendly and confident guide to wrap up the experience, leaving viewers with a lasting impression of Cheez-It's flavor and fun appeal.



**CHEEZ-IT**



**VO VO VO**



VO VO

TREATMENT BY FATTY

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CHEEZ-IT

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