Name: Allison Hicks

Slug: Turbo Coffee opening in Tuscaloosa

Date: 11/12/18

|  |  |
| --- | --- |
| CUCAM ANCHORANCHOR LEAD: PKG ROLLCUE: “HEALTHY FOOD OPTIONS” LOCATION GX (TUSCALOOSA, ALABAMA)LOWER THIRD SUPER:REESE SHIREY/OWNER: SOUNDBITENAME OF REPORTER REPORTING: ALLIE HICKS/REPORTERLOWER THIRD SUPER:ERIN VENTI/CUSTOMER: ~~SOUNDBITE~~DESCRIPTION OF VIDEO: INSIDE AND OUTSIDE OF THE SHOP, THE FRESH FOODS BEING SERVED, COFFEE BEING MADE, CUSTOMERS INSIDE. PACKAGE OUTCUE:“ALLIE HICKS REPORTING”CUCAM ANCHORANCHOR TAG: | **ANCHOR LEAD:**TURBO COFFEE JUST OPENED IN JULY IN DOWNTOWN TUSCALOOSA. THEIR HOPE IS TO LURE CUSTOMERS IN WITH A COMBINATION OF COFFEE AND HEALTHY FOOD OPTIONS. **PKG SCRIPT:**REPORTER VOICEOVER:THE OWNER OF TURBO COFFEE IS REESE SHIREY, AN ALABAMA GRAD WITH A DEGREE IN ENTREPRENEURSHIP. TURBO COFFEE JOINED A FEW OTHER COFFEE SHOPS DOWNTOWN, THAT HAVE ALSO OPENED IN THE PAST FEW YEARS, WITH THIS BEING SHIREY’S SECOND NATIONAL LOCATION, THE OTHER IN HIS HOMETOWN OF FLORENCE, ALABAMA, HE HAS HIGH HOPES THIS WILL BE A GREAT WAY TO CONTRIBUTE TO TUSCALOOSA’S COFFEE MARKET. SHIREY SAID THE ORIGINAL TURBO COFFEE THRIVES ON ITS REGULARS AND THAT HIS GOAL IS TO ESTABLISH THAT WITH CUSTOMERS HERE IN TUSCALOOSA AS WELL. **ERIN VENTI/CUSTOMER: SOUNDBITE ~~VERBATIM~~**“I LIKE TURBO COFFEE BECAUSE WHEN I AM STUDYING I LIKE TO GO TO A COFFEE SHOP, AND THEIR ENVIRONMENT’S A LOT QUIETER AND BUILT FOR STUDYING I THINK, AND HONESTLY I THINK IT TASTES BETTER, SOME OF THEIR INGREDIENTS ARE A LOT MORE NATURAL, AND ITS OVERALL CHEAPTER THAN STARBUCKS.”**REPORTER STANDUP ~~VERBATIM~~** ALLIE HICKS/REPORTER“SHIREY SAYS THAT THE MEAN REASONS FOR HIS SUCCESS WERE THE BUSINESS SCHOOL AND NEW COLLEGE AT THE UNIVERSITY OF ALABAMA.”“HE PLANS TO OPEN UP A THIRD LOCATION HERE IN THE STATE OF ALABAMA WITHIN THE NEXT TWO YEARS.” **REESE SHIREY/OWNER: SOUNDBITE ~~VERBATIM~~**“WE GOT INTO ROASTING COFFEE, WE ROAST OUR OWN COFFEE, AND WE STARTED IN FLORENCE, AND THAT WAS THE EASIEST MOVE, I GRADUATED FROM ALABAMA, I WAS AN ENTREPRENEURSHIP MAJOR HERE, AND WHEN I GRADUATED I MOVED BACK HOME, AND WE STARTED TURBO COFFEE THERE. **REPORTER VOICEOVER:**SHIREY’S DEGREE FROM UA HAS ALLOWED HIM TO MANAGE TURBO COFFEE WELL, AND OPEN UP THIS NEW SECOND LOCATION. SO FAR, TURBO TUSCALOOSA IS DOING GREAT IN SALES, AND IS ALREADY DOING BETTER THAN THEIR 1ST LOCATION WHEN IT OPENED A FEW YEARS BACK. FOR THE UNIVERSITY OF ALABAMA, I AM ALLIE HICKS REPORTING.**[PKG TRT – 1:32]****(ANCHOR/ON CAMERA):**TURBO COFFEE IS NOW OPEN ON EIGHTH STREET IN DOWNTOWN TUSCALOOSA, THEY ARE OPEN MONDAY-SATURDAY 7AM-7PM.**~~{TAKE PACKAGE}~~**   |