Muller Rice Advert

"The Rice Thief"

Written by

Temitayo Adesegun

20/01/2026

tayoadesegun@gmail.com
07532306770

© Temitayo Adesegun

FADE IN:

INT.HMP BELMARSH PRISON. MESS HALL. LUNCHTIME

LOCATION: HMP BELMARSH PRISON

We open to lunchtime at a highly secured London prison, packed with male prisoner's all wearing matching grey prison uniforms. Each prisoner has a unique look about them, to the heavily tattooed scary looking prisoners to the demure and quiet introverted prisoners reading books whilst eating. They all have a unique story to tell.

An elderly innocent looking old man sits down at the only table with an empty seat. He looks down in disgust at the meal in front of him, a brown pile of questionable meat and vegetables with a pot of fruit. He glances at the prisoner in front of him, but something on this prisoner's lunch tray catches his eye. The sounds around him dim to a quiet muffle. And his eyes widen as he whispers.

MUSIC PLAYS: ANGELIC OPERA

THE RICE THIEF
No it couldn't be.

His eyes are drawn to the Muller Rice pot, which is illuminating from the tray in front of him. The prisoner coughs and the music cuts abruptly.

PRISONER
Did you say something mate?

The Rice Thief peels his eyes away from the tray, he looks up at him with a mischievous smile on his face.

THE RICE THIEF
I said would you like to know how I ended up here? Why they call me... The Rice Thief.

SLOW ZOOM IN OF THE RICE THIEF'S FACE

FLASHBACK BEGINS:

THE RICE THIEF (V.O.)
My story is the tale of a boy who tasted gold.

© The Rice Thief

INT. MANOR HOUSE. LUNCHTIME

We see a long packed table full of people laughing and eating their lunch. A teenaged boy presumedly The Rice Thief, is busy helping a middle aged woman clear plates and cutlery onto a cart. He makes eyes contact with a girl his age sitting at the table, he blushes looking away.

Just then six staff swan in carrying silver covered trays. They dramatically uncover the lids to reveal todays dessert: A delicious pot of Muller Rice. A woman in front of the teenaged Rice Thief peels off the lid, eating a spoonful squealing in delight. The teenaged Rice Thief gasps in awe of what he sees.

SLOW ZOOM IN OF THE TEENAGED RICE THIEF'S FACE

MUSIC PLAYS: ANGELIC OPERA

THE RICE THIEF (V.O.)
I still remember that day vividly, it was the day that changed my life. The first time I laid eyes on it.

The teenaged Rice Thief catches the eyes of the teenaged girl she chuckles, he looks away as he pushes the cart out of the room.

CUT TO:

INT. MANOR HOUSE. MORNING.

The teenaged Rice Thief is dusting a room in the manor house daydreaming.

THE RICE THIEF (V.O.)
Once I saw it, it was all I could think about.

All of a sudden a door opens and he jumps straightens his posture, dusting rigorously now. A giggle makes him turn around. We see the in front of him is the teenaged girl he made eye contact with yesterday. She smiles whispering to him.

TEENAGED GIRL
Close your eyes, and open your hands.

As the teenaged Rice Thief closes his eyes with his hands outstretched, she shoves a Muller Rice pot and a spoon into his hands and runs away giggling.

© Finitayo Adesegun

MUSIC PLAYS: ANGELIC OPERA

The teenaged Rice Thief gasps in delight wasting no time he peels off the lid. He shovels a spoonful into his mouth and a tear falls down his cheek laughing in delight.

THE RICE THIEF (V.O.)
From that moment I tasted the creamy irresistible snack, there was no going back for me. I was hooked.

MONTAGE BEGINS

FLASHBACK BEGINS:

We see The Rice Thief now an adult, breaking in to multiple Muller Rice factories across the country and stealing large bags of the product.

THE RICE THIEF (V.O.)
I devised a plan so I would never have to go without.

CUT TO:

INT. HOTEL RITZ PARIS. EVENING

LOCATION: Paris, France

We see The Rice Thief in a hotel overlooking the Eiffel Tower. He's wearing a bathrobe with his feet up reading a newspaper eating a pot of Muller Rice surrounded by bags of the snack. A French news channel is playing on the TV, and amongst the French we hear the words *"Rice Thief."* He chuckles switching off the TV, throwing the newspaper on the table.

SLOW ZOOM IN OF THE NEWSPAPER

We see the words on the front page in bold: *"The Rice Thief has struck Paris!"*

THE RICE THIEF (V.O.)
I had found my calling it was my destiny, I was good at it and there was no stopping me. I finally found a job I was naturally good at that was equal parts rewording!

CUT TO:

© Temitayo Adesegun

EXT. MULLER RICE FACTORY COLOGNE. NIGHT

LOCATION: Cologne, Germany

THE RICE THIEF (V.O.)
I was so good I began to think I would never be caught, but boy was I wrong.

The Rice Thief smiles as he loads bags of Muller Rice pots into a van. Jumping in he turns the keys to start it but the engine rattles. His smile fades and panic begins to spread on his face, he turns the keys a second time the engine rattles again. Jumping out of the van he opens the smoky bonnet.

Suddenly we hear sirens the van is now surrounded by police. Bested The Rice Thief puts his hands up excepting his fate.

CUT TO:

INT.HMP BELMARSH PRISON. MESS HALL. LUNCHTIME

We see the young adult Rice Thief sitting at a table during lunchtime poking around at his food with a fork.

THE RICE THIEF (V.O.)
So that's my story the boy that tasted gold, The Rice Thief.

MONTAGE ENDS

FlASHBACK ENDS:

INT.HMP BELMARSH PRISON. LUNCHTIME.

THE RICE THIEF
So yeah that's how I ended up here, part of my sentence is that I am never allowed to eat a delicious Muller Rice pot ever again. Which hardly seems fair.

The Prisoner shakes his head in disbelief at the story he's been told. Picking up the Muller Rice pot he observes it. The Rice Thief eyes the pot in his hand inching closer.

PRISONER
All that for this... this must be worth it.

He glances at The Rice Thief, smiling as he peels it open and eating a spoonful.

© Tobitalo Adegesun

His eyes close dramatically and he smiles shaking his head and laughs. The Rice Thief face is red as he can hardly contain his anger.

PRISONER
Ok I can see why you would-

The Rice Thief yells and jumps across the table attempting to snatch the Muller Rice Pot from the Prisoner's hands.

THE RICE THIEF
You don't deserve it! If I can't have it no one else should!

MULLER RICE JINGLE PLAYS: *"Muller Rice so good it's criminal!"*

FADE OUT.

END OF ADVERT

© Temitayo Adesegun