

# Kraft refreshes Grey Poupon ad

NEW YORK — Grey Poupon's famous "Pardon Me" TV commercial is returning for a moment of Oscar glory.

After a 16-year hiatus, the mustard that mocked its own stuffy image in one of TV's most famous commercials will once again take to the airwaves, during the Academy Awards show on Feb. 24. The spot comes as Kraft Foods looks to boost sagging sales of the Dijon mustard, which is facing competition from a growing variety of high-end condiments.

The new ad begins in the same way as the original: An aristocratic English gentleman is being chauffeured in the countryside, when another car pulls up alongside them at a stop. The back window rolls down and a second man

asks in an over-the-top snooty accent, "Pardon me, would you have any Grey Poupon?"

The first man responds, "But of course" and hands him a jar out the window.

In the new version, the scene continues with the second car speeding off without returning the mustard. A wild chase through a golf course and city streets ensues, complete with explosions to make the spot look like a trailer for an action adventure movie.

The ad was made by the agency Crispin Porter & Bogusky, which has also developed ads for Domino's, Burger King, and Best Buy. It was directed by Bryan Buckley, who is known for making more than 40 Super Bowl commercials.

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