

1 INT. APARTMENT BUILDING - PASSAIC, NJ-DAY 1

ROGER, a 26 year old Mexican-American, wakes up in his bed to the sound of an alarm- it reads "6:30 A.M.". He stands up scratches his head and goes about his morning. ROGER hops in the shower and gets changed before setting out for his day.

2 EXT/INT. BODEGA- DAY 2

ROGER walks a few blocks from his apartment building to the bodega, seeing familiar faces along the way and offering familiar head nods.

Along the way, he walks past two young white men, who seem to be doing interviews for the news- they used unmarked equipment near an unmarked white van. They grab random people off the street seemingly to do an interview.

NEWS REPORTER

Hello! And what's your name ma'am

RANDOM LADY

(very confused)

uhm, Norma.

NEWS REPORTER

Well, Norma- was it? Have you heard the news?!

(doesn't give her a chance to speak)

It's coming!

RANDOM LADY

um, what?

NEWS REPORTER

It's coming!

RANDOM LADY

what's coming?

The man stares into her eyes with a lifeless smile. A little longer than comfortable. He maintains the microphone pressed up against her lips. She's even leaning back to distance herself.

RANDOM LADY

I don't get it, what's coming?
(a beat)

what's coming?
(a beat)
Is it bad?
(getting a bit worked up)
Do I have to go? Oh my god, is it
ice agai-

NEWS REPORTER

(turns towards the camera
nudging the lady off
frame)

The Brand New Whole Foods! That's
Right Ladies and Gentlemen, Whole
Foods is opening up a new location
right here in Passaic, New Jersey.
We are happy to bring fresh local
produce to an under-deve-

Roger continues on and walks into a store with the morning
radio playing.

RADIO HOST (V.O.)

Señoras y señores como amanecieron
este Jueves? Como los enfermos y
los borrachos- pobres? Hoy día es
el presentación del nuevo
presidente de los Estados Unidos,
Donald Trump! Yo se que tengo en la
agenda hoy- esconder! Ja ja ja- no,
no mentira, Hoy hay que ponerse las
pilas y vete a chingarte el día,
como dice mi sacerdote. En otras
noticias mas urgentes, Luis Miguel
se presenta-

ROGER grabs a water and heads up to the counter.

ROGER

Una torta de milanesa, porfa?

The owner of the store behind the counter nods in
assurance.

OWNER

(Matter of fact-ly)
Son trece con cincuenta.

ROGER

Trece con cincuenta? Y eso que?

OWNER

(I can't do anything
about it)
No pues, me están subiendo la
renta. Hay que cobrar entonces.

ROGER
(Damn that sucks)
Chingada madre.

ROGER leaves the store, and walks into his car.

3 EXT/INT. OFFICE BUILDING - PATTERSON, NJ - DAY

3

ROGER parks his car in the parking lot of his office building. He gathers his things from the back seat.

MARISOL
Yoo!

A 26 year old Dominican-American woman, MARISOL, a coworker of ROGER's, is on the other side of the parking lot. They begin to walk into work together.

ROGER
Marisol, what's good?

MARISOL
Ahh, nothing much, been prepping
the for the pitch this afternoon
for the past few weeks.

ROGER
Pitch?

MARISOL
Yeah, I'm actually pitching a
reinvesting campaign in the commu-.

The pair give their head nods along the way, passing by their coworkers.

MARISOL
(towards the secretary)
Hey, Angel. Anything for me?

ANGEL
Nope, but there is a Whole Foods
advertisement for the both of you.

MARISOL
(walking by quickly)
I'm good, thanks Angel.

(back to Roger)
yeah, so it's like, instead of giving towards massive corporations, the risk of re-investing in small brick and mortar shops is offset by the sheer amount we'd invest in. On top of that how crazy would, it look if our company invested in the gentrification of Passaic. Like have you seen that new Whole Foods?

Walking through the office floor.

ROGER

No I haven't, what's up with that?! I saw a really weird ad being shot for it. These two guys in an unmarked van and they were like harassing this poor woman.

The two reach MARISOL's desk

MARISOL

Really? I mean I haven't seen it but I heard The Whole Foods is across the street from your apartment. And that ad sounds like that YouTube channel. Hold on, look.

MARISOL gestures to his laptop and he opens it.

MARISOL

Is it this?

On MARISOL's laptop, a YouTube channel by the name "7 Trumpets" shows countless videos of the 2 men titled, "Up Next:" with the names of different, now gentrified cities, cities. Neither ROGER nor MARISOL make this leap.

ROGER

Wow, they go all the way back to 2009, that's commitment for real.

They click on a video titled "Up Next, Bushwick" where the two men look to be the same age with the same attire as ROGER saw.

ROGER

(dramatically)
This. is. honestly. kinda hilarious.

(defending himself a bit)
Like is it fucked up interviewing
randoms street?- yes. But is it
funny?- also yes.

MARISOL
(playfully)
You're nasty,
(seriously)
fuck this channel and fuck Whole
Foods.

JONATHAN, the manager of the office, a white man in his mid
40s, steps out of his office.

JONATHAN
Roger and Marisol, can I see you
for a sec?

ROGER
(to Jonathan)
Yeah for sure.
(mouthing to Marisol)
HELP ME!!

ROGER and MARISOL steps into JONATHAN's office and has a
seat.

JONATHAN
Listen, nothing's wrong-

JONATHAN plays with a football, going through the motions
of his throws.

JONATHAN
I just want to see where we're at
with this whole investment thing.
I've been getting winds about a
"community investment" campaign and
(sighs) I'll be honest with you,
man, I don't know how feasible that
is. I mean I don't know if local
communities necessarily have the
market we're looking for?

ROGER is a bit taken aback. MARISOL moreso.

ROGER
And what markets would those be?

JONATHAN

(psst) I don't know, I guess, erm, let's look at Whole Foods, I guess. They have a profitable consumer base. Aren't they building one near here?

MARISOL

(correctively)

Whole Foods caters to a white consumer base and plants itself in neighborhoods, like mine to displace us. If you want to help to the cause of displacing latinos you won't have our help.

ROGER, shocked by the speech, is in solidarity. He had never made that conclusion.

ROGER

Facts.

JONATHAN

Hey, woah, woah, woah, look no-ones displacing anything, I'm just asking you take a look is all. We'll touch base tomorrow.

MARISOL walks outta the office and ROGER follows suit.

ROGER

(congratulations, awestruck, and a bit sarcastic)

Damnnn, that was woke of you.

MARISOL

Damn right, fuck Whole Foods.

4 EXT. APARTMENT BUILDING-PASSAIC, NJ- NIGHT

4

ROGER, sits down on the steps of his apartment building on Main St, eating chips, as he observes the construction crew wrapping up on a new renovation across the street.

He's never seen them there before now.

Green neon lights shine on his face. He flinches as the lights are first turned on. Roger looks back and is greeted by the words "Whole Foods". He takes a look around, partially to see if anyone sees what he's seeing, and then in part to see if anyones sees him shamelessly thinking about going in.

ROGER sneaks across the street with his head on a swivel. He makes it to the door. It swishes open automatically.

WHOLE FOODS WORKER
HELLO SIR-

A man in an incredibly crisp dress shirt and pants, Whole Foods apron, and freshly done hair, appears out of seemingly thin air. ROGER jumps backwards startled.

ROGER
AHH! FUCK!

WHOLE FOODS WORKER
(overly kindly)
Unfortunately sir, we are closed tonight. Tomorrow morning is our grand opening.

ROGER
Oh yeah no- I wasn't coming in like actually you know- like the light was bright and all- like I just wanted to see- cuz it kinda smells good- and yeah I was like curious, kinda, you feel me.

WHOLE FOODS WORKER
(in agreement and welcoming)
Yes sir! I do "feel you" on that regards sir. You're more than welcome to stop by tomorrow!

ROGER
Yeah I'll do that man.

5 INT. APARTMENT BUILDING - PASSAIC, NJ - DAY

5

ROGER wakes up in a sweat. His alarm rings. His phone reads- 7:45. His eyes widen. He sprints out of bed.

BEGIN MONTAGE:

-ROGER washes his body aggressively and quickly in the shower

-He brushes his teeth aggressively and quickly

-Disheveled, he sprints to his car

-Still disheveled, he speeds to work, panicking.

ROGER
fuckfuckfuckfuck.

He smacks his steering wheel in efforts to hurry the drivers in front of him.

ROGER
DRIIIIIIIIIIIIIVV-

-ROGER parks (poorly) stopping his car on a dime. Grabs his stuff from the back and sprints towards the office.

-He runs into the elevator rapidly pressing his floor number, the doors almost close, before someone else enters, ROGER's annoyed, the door again almost closes again, before the other person lets in a bunch more people.

6 INT. OFFICE BUILDING - PATTERSON, NJ - DAY

6

ROGER makes his way to his floor. ANGEL sit's at his desk, but with paler skin, a crew cut, and blue eyes.

ANGEL
Hello, Roger. There's no mail for you today. Hey, have you been to the new Whole Foods yet, it's lovely.

ROGER burst by ANGEL, not noticing the difference.

ROGER rushes to his desk, takes a seat, and takes a breath. He looks around for MARISOL, but instead sees someone else in her seat. He walks to her desk.

ROGER
Hey, um, have you seen Marisol?

In MARISOL's seat, sits MARISOL, again with paler skin, a side part, and blue eyes.

MARISOL
Excuse me?

ROGER takes a look at MARISOL, and realizes that it's a "whiter" version.

ROGER
Oh my god! Marisol are you goof?
you look a little off. Do you need water?

MARISOL

I actually feel great today, I had the quinoa bowl at Whole Foods today.

ROGER

If you say so, but you look fucked up.

JONATHAN steps out of his office.

JONATHAN

Roger, can you see me in my office real quick.

ROGER walks in JONATHAN's office.

JONATHAN

So where are we on this campaign thing man.

ROGER

I'm with what Marisol said yesterday.

JONATHAN

Listen man, everyones playing ball with me here. Marisol came to me this morning to talk about this Whole Foods play.

ROGER

(looking towards Marisol through the windows of the office)

Really?

MARISOL does not look at him.

JONATHAN

Look man we need ball players here, not people who are going to come late, looking like crap, and not be able to be flexible. I'm sorry, man but I'm gonna have to let you go.

ROGER, leaves the office, taking a look around and seeing everybody has become a "white" version of themselves. ROGER's shocked. He runs out the office to the parking lot. ROGER begins to panic.

MARISOL comes out in all the commotion.

MARISOL
Roger, are you all right?

ROGER
WHAT'S GOING ON?! WHY THE FUCK IS
EVERYONE TALKING ABOUT WHOLE
FOODS?!WHAT IS HAPPENING RIGHT NOW!
YOU BACK TRACKED ON THE PITCH AND
WHY IS EVERYONE WHITE?!

MARISOL
(trying to calm him down)
Listen, listen.

MARISOL grabs ROGER by the shoulders so firmly, she gets his full attention.

A tear drips down MARISOL's face. Her demeanor fades.

MARISOL
Go to Whole Foods.

7 EXT. WHOLE FOODS

7

ROGER is taken aback. He hops in his car and drives home. Driving by his house he sees the bodega has closed. He parks in the parking lot of Whole Foods and walks up to the building before taking a beat, looking up, and going in.

CUT TO:

8 INT. OFFICE BUILDING - PATTERSON, NJ - DAY

8

The whole team sits in the meeting room.

JONATHAN
How are we doing today ladies and gentlemen! I just got word that our investment tripled, we're lookin at big bonuses this year guys!

JONATHAN takes a beat.

JONATHAN
whole foods. Whole Foods. WHOLE
FOODS!WHOLEFOODS!WHOLEFOODS!

TEAM
WHOLEFOODS!WHOLE
FOODS!WHOLEFOODS!WHOLEFOODS!

ROGER sits in the back with MARISOL, with a crew cut, pale skin, and blue eyes.

ROGER
WHOLE FOODS!WHOLEFOODS!WHOLEFOODS!