

Label story

Panana was an easy-going and friendly banana born in Cishan. Her appearance, special kind of smell and quality let her become a popular person in the town. One day, her friends Pineapple and Mango decided to move to a big city because they were purchased by a big food manufacturer. But for Panana, she was so common that the food manufacturer had no interest in her unless she lowered her price. Panana was sad. She wanted to go to the big city and let more people know about her benefits.

Fortunately, another food company found her. Panana shared her suffering and asked for help. Therefore, they became ally. They produced the Panana-favored cookies and all the consumers were in love with it. Finally, Panana felt happy ever after.

Reader theater script

Panana was an easy-going and friendly banana born in Cishan. Her appearance, special kind of smell and quality let her become a popular person in the town.

Pineapple: It's a beautiful and sunny day. Panana, don't be a coach banana, come out and have fun!

Mango: Panana, where do you want to go? Let's go shopping, shall we?

Panana: okay, okay. No problem. Wait for a second.

One day, her friends Pineapple and Mango decided to move to a big city because they were purchased by a big food manufacturer.

Pineapple: Guys. I gonna tell you a news. I will move out to Taipei because a company wants to cooperate and promote the Pineapple cake with me!

Panana: No kidding, Congratulation, pineapple!

Mango: Well... in fact, I also receive an invitation from an ice shop which is the most famous ice store in the south of Taiwan. They want to let me be the leading role for

their new Ultra Delight Mango Shaved in summer.

Panana: Wow, look at you. I'm so proud of you guys. I will miss you so much.

Panana: (murmur) Alright... Both of them have a good chance to make big money, but it's okay. I think I will be sold with a good price one day.

But for Panana, she was so common that the food manufacturer had no interest in her unless she lowered her price.

Panana: Excuse me, sir. I called you last week to talk about the possible cooperation. I want to know the result of your consideration.

Food manufacturer: Hey, Panana. I am not gonna hurt your feeling. But your price was too high. We couldn't afford it! If you can lower your price to 10 dollars, maybe we can talk about this question later.

Panana: Oh my god, 10 dollars?! I absolutely won't accept that. Well, never mind sir. Bye.

Panana: (murmur) The society is so cruel. I don't think I'm the worst. I am as yellow as the sun and also smell like honey. Why can't I have a good price? He isn't the first one who rejected me. God, Could you tell me the reason?

Fortunately, another cookies company found her. Panana shared her suffering and asked for help. Therefore, they became ally.

Cookies company: Hey, are you okay? Why are you sitting in the middle of the street in heavy rain? You will get cold.

Panana: I'm not good. I just need some time to calm down.

Cookies company: Honey, if you don't mind, you can tell me everything you want. Just get on the car.

Panana: Well, the manufacturer said I'm nothing special, so consumers are not willing to buy the products that are made of me! Am I really a worthless banana?

Cookies company: No, not at all. You're lovely. You deserve a good price.

Panana: Thanks, but I don't know what to do. Can you help me?

Cookies company: Um... Yeah, I'd be happy to. Oh, I forgot to introduce myself. I'm a CEO of a cookie company. Maybe we can cooperate to make a new product.

Panana: Really? It's my honor. Thank you so much, you literary save my life.

They produced the Panana-favored cookies and all the consumers were in love with it.

Consumer 1: Hey, did you try the latest banana-favored cookies? That is so delicious that I can eat it every day!

Consumer 2: Yeah, I have already tried it. You can say that again. This cookie is the best snack ever!

Cookies company: Panana, see? Every company in the U.S. are interested in you. You will become a super star around the world. I'm so proud of you.

Panana: I appreciate that. Boss, thanks for everything.

Finally, Panana felt happy ever after.

Panana: (spin) I'm so happy like I'm flying on the clouds. Thanks god, Hahaha~