

SCHITT'S CREEK  
'The Immersive Experience'

written by

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TEASER

INT. ROSEBUD MOTEL - MORNING

JOHNNY ROSE stands in the doorway of his room, coffee in hand, watching with growing concern as MOIRA ROSE sits cross-legged on their bed, surrounded by her beloved wigs on stands. She's gesturing dramatically to each one.

MOIRA

(to a platinum bob) Kristen, darling, I've noticed you've been withdrawn lately. Is it because Sandra's new highlights are stealing your thunder? (to a black pixie cut) Oh, Sandra, don't pretend you haven't noticed. You've been practically preening.

JOHNNY

Moira, sweetheart, don't you think the girls might benefit from some... quiet reflection time?

MOIRA

(aghast) John! How dare you suggest I abandon them during their weekly temperature check? These are formative moments!

Suddenly, DAVID ROSE rushes past the door, then backs up, clearly in crisis mode.

DAVID

(panicked) Has anyone seen my emergency backup hand cream tester spoons? The silver ones, not the gold - those are for VIP customers only.

JOHNNY

Something wrong, son?

DAVID

(gesturing wildly) Only that Stefano Bellini from "La Dolce Vita Daily" is coming to review the store, and he has half a million followers who worship his "authentic luxury" recommendations.

(MORE)

DAVID (CONT'D)

The last place he reviewed, he called their aesthetic "senza anima" - soulless - and they had to rebrand as a discount hardware store.

MOIRA

(to her wigs) Girls, we may need to postpone our breakthrough moment.

Johnny's face lights up with an idea.

JOHNNY

You know, Moira, you always had a knack for these kinds of things. Remember those Rose Video launch parties?

DAVID

(pointing accusingly) Don't. Don't you dare.

CUT TO:

INT. ROSE APOTHECARY - MORNING

David frantically adjusts product displays while PATRICK watches from behind the counter, amused. Johnny enters with Moira, who's wearing what can only be described as "business theater" attire.

DAVID

The answer is no. No, no, and in case there was any confusion - no.

MOIRA

David, dear, your father reminded me of my legendary hosting abilities. Did you know I once made Roger Ebert cry during my dramatic reading of the "Free Willy" back cover?

PATRICK

(to David) I mean, it couldn't hurt to have some extra help...

DAVID

(to Patrick) You're sleeping on the fold-out at Ray's tonight.

MOIRA

(picking up a jar of moisturizer)  
Oh! This little jar simply begs for  
a dramatic monologue. "Born in the  
misty mountains of wherever, this  
cream journeyed through treacherous  
waters..."

DAVID

(to the ceiling) What fresh hell is  
this?

The bell DINGS as ROLAND and JOCELYN enter. Roland  
immediately spots the champagne setup.

ROLAND

Well, well, well. What do we have  
here? A little morning bubbly?

DAVID

(under his breath) Patrick, code  
orange. Deploy the plastic  
champagne flutes.

Roland makes a beeline for the refreshments while Moira  
continues her product monologue in the background, now  
incorporating interpretive hand gestures.

FADE OUT.

END OF TEASER

ACT ONE

INT. BOB'S BAGELS - MORNING

ALEXIS ROSE stands beside BOB, who's serving a CUSTOMER. The  
line is growing uncomfortably long.

BOB

(spreading cream cheese) You know,  
watching this cream cheese spread  
reminds me of how Gwen and I used  
to spread joy in our marriage.  
Until she spread herself right out  
the door!

CUSTOMER

I... just wanted an everything  
bagel.

ALEXIS

(forced brightness) Okay, Bob?  
Maybe we could focus on the bagel's  
journey instead of... your journey?

BOB

(to customer) The everything bagel  
was Gwen's favorite. Everything...  
just like she wanted everything.  
Including Barry from spin class.

Alexis bops anxiously on her heels, watching another customer  
leave the line.

ALEXIS

(to herself) Oh my god.

CUT TO:

INT. ROSE APOTHECARY - LATE MORNING

Moira is now arranging products like a theater set while  
David follows behind, undoing her changes.

MOIRA

David, darling, these face masks  
need more dramatic lighting.  
They're telling a story of rebirth!

DAVID

They're telling a story of \$25.99  
plus tax, and they're perfectly  
happy with that story.

JOHNNY

(entering) How are the preparations  
coming along?

DAVID

Well, Mom's turned our Egyptian  
cotton hand towel display into what  
she calls "a textile interpretation  
of the Nile's journey to the sea,"  
so... you tell me.

MOIRA

(offended) That display won  
certification at the Rose Video  
employee appreciation gala of 1998!

DAVID

That was a shelf of VHS tapes, Mom.  
These are artisanal body products!

Suddenly, Roland returns with an empty champagne flute.

ROLAND

(clearly tipsy) Hey, guys! Just wanted to let you know... your hand soap really brings out the bubbles in the champagne. Real... synergy there.

David looks like he might cry.

INT. ROSE APOTHECARY - AFTERNOON

STEVIE enters, stopping short at the sight before her. The store has been transformed: Moira has created elaborate "stations" for each product category, complete with dramatic lighting achieved through strategically placed desk lamps.

STEVIE

(to David) So when you said "emergency," this isn't exactly what I was picturing.

DAVID

(gesturing to Roland, who's swaying near the toners) I need you to watch him. He's already told three customers that our body milk pairs well with vodka.

PATRICK

(approaching with clipboard) And he's started rating our products based on how well they complement champagne.

MOIRA

(rushing over) Stevie! Perfect timing! I need someone to operate the hand-held spotlight during my dramatic unveiling of the new overnight serum.

STEVIE

(deadpan) I suddenly remember I have to alphabetize the motel's phone book.

DAVID

(grabbing her arm) Don't you dare leave me alone with this.

Roland wobbles over to the counter.

ROLAND

(loudly) Hey, kids! You know what would really class this place up? If I did my famous Rose Video customer service impression!

DAVID

(to Patrick) Where did we put the emergency exit plans?

INT. BOB'S BAGELS - AFTERNOON

Alexis stands at a whiteboard she's brought in, pointing to a flow chart titled "ACCEPTABLE BAGEL CONVERSATION TOPICS."

ALEXIS

Okay, Bob? So like, when someone orders an onion bagel, you can say: "Great choice! The onions are locally sourced!" Not: "Gwen used to cry while cutting onions, but now I'm the only one crying!"

BOB

(nodding sagely) The tears add flavor, though.

ALEXIS

(forced smile) Let's workshop that!

A customer approaches the counter.

CUSTOMER

Could I get a sesame bagel, toasted?

BOB

(brightening) Funny story about toasting—

ALEXIS

(jumping in) Boops! Remember our bell system?

She rings a small bell on the counter.

ALEXIS (CONT'D)

That means we're in the "bagel-focused conversation zone!"

BOB

(to customer) Right, right. One sesame bagel...

(MORE)

BOB (CONT'D)  
 You know, sesame seeds stick  
 together. Unlike some people I know  
 —

ALEXIS  
 (ringing bell frantically) Bagel  
 zone! We're in the bagel zone!

INT. ROSE APOTHECARY - LATE AFTERNOON

Moira is now wearing a different wig and a dramatic cape-like garment, practicing her product presentations while David stress-organizes nearby.

MOIRA  
 (holding face cream jar aloft)  
 "From the pristine labs of  
 Switzerland to the humble shelves  
 of Rose Apothecary, this  
 revolutionary cream has traversed  
 continents to grace your deserving  
 epidermis!"

DAVID  
 (to Patrick) She's been  
 workshopping that for 45 minutes.  
 The first version included a  
 contemporary dance break.

PATRICK  
 I mean, people do seem...  
 captivated.

Indeed, a small crowd of LOCAL CUSTOMERS has gathered, watching Moira's performance with fascinated horror.

ROLAND  
 (from his new designated corner)  
 Hey, anyone else think these lip  
 balms look like tiny shot glasses?

STEVIE  
 (confiscating something from  
 Roland) That's because that is a  
 shot glass. From your pocket.

Johnny enters, looking pleased with himself.

JOHNNY  
 Just dropped by to see how the  
 preparations are... oh my.



The store now looks like a cross between a luxury boutique and a small theater production. Moira has somehow acquired CURTAINS for product reveals.

DAVID

(to Johnny) This is your fault. All of this... this is what you did.

MOIRA

(mid-monologue) "And lo! The organic lavender did whisper to the sustainably harvested shea butter..."

PATRICK

(checking phone) David? The blogger just posted she's ten minutes away.

DAVID

(hyperventilating) Oh my god. Oh my god. Someone get Roland out of here and hide all the curtains!

FADE OUT.

END OF ACT ONE

ACT TWO

INT. CAFE TROPICAL - EARLY AFTERNOON

Twyla serves coffee to Alexis, who's slumped at the counter surrounded by crumpled papers.

TWYLA

I haven't seen you this stressed since that time you had to plan that emergency quinceañera for the Sultan of Brunei's cousin's stepdaughter.

ALEXIS

(playing with her hair) Okay, but that was different, Twy. All I had to do then was convince people that the birthday girl wasn't actually 27.

TWYLA

You know, my mom's third husband was a therapist. Well, he did unlicensed couples counseling from our garage...

BOB

(appearing suddenly) Did someone say couples counseling?

ALEXIS

(startled) Oh my god, Bob! Aren't you supposed to be at the bagel shop?

BOB

Roland's covering for me. Just needed a quick break to clear my head. And my sinuses. Crying in the walk-in freezer really clogs them up.

TWYLA

(cheerfully) My aunt's spirit guide says crying in cold places traps sad spirits in your nose!

INT. ROSEBUD MOTEL - AFTERNOON

Johnny sits at the front desk while Stevie paces, on the phone.

STEVIE

(into phone) No, Roland, you cannot trade bagels for more champagne... Because you're supposed to be selling the bagels, not bartering with them... No, I don't care if they're day-old.

JOHNNY

(concerned) Maybe I should check on the store...

STEVIE

(covering phone) Mr. Rose, the last time you "checked on the store," Moira ended up installing a fog machine.

JOHNNY

It was just a humidifier!

STEVIE

She was using it for dramatic product entrances.

INT. ROSE APOTHECARY - AFTERNOON

Moira, now in yet another wig (this one particularly architectural), is directing PATRICK and TWO CUSTOMERS in what appears to be a product demonstration that's morphed into performance art.

MOIRA

No, no, Daniel! The eucalyptus massage oil must enter from stage left! It's the hero of this narrative!

DAVID

(from behind counter) First of all, that's Patrick. Second, we don't have a stage left because we don't have a stage because this is a STORE!

Through the window, we see Roland approach with a box of bagels.

PATRICK

(whispering to David) Should I activate the security system?

DAVID

The one that's just you standing in front of the door? Yes.

EXT. MAIN STREET - AFTERNOON

Alexis power-walks down the street, phone to ear.

ALEXIS

(into phone) Yes, Ted, I know you're with the sloths right now, but I really need advice from someone who's good at talking to emotional creatures... No, that wasn't a dig at Bob.

She passes Ray, who's setting up a "DIVORCE PHOTOGRAPHY - Capture the Moment You Get Your Life Back!" sign outside his office.

RAY

Alexis! Perfect timing! Would you be interested in modeling for my new divorce photography package? The concept is "Sad in the Past, Rad in the Present!"

ALEXIS

(still on phone) Ugh, never mind, I think I just got an idea.

INT. ROSE APOTHECARY - LATE AFTERNOON

The store has reached peak theatricality. Moira has somehow acquired VELVET ROPES to create a "journey through skincare" path. David stress-folds hand towels while Patrick attempts to maintain some semblance of normal business operations.

MOIRA

(to a frightened customer) And this is where you'll pause for reflection, letting the gravity of your impending transformation really marinate.

CUSTOMER

I just needed lip balm.

DAVID

(under breath) Just take it and run. Save yourself.

Patrick's phone DINGS. He checks it.

PATRICK

David? Stefano Bellini just tagged himself at the cafe. He's having lunch before coming here.

DAVID

(freezing)

How much time do we have?

PATRICK

Based on Twyla's usual service speed... anywhere between 20 minutes and four hours.

Suddenly, Roland bursts in through the back door, now wearing an apron covered in bagel crumbs.

ROLAND

Hey guys! Good news - I've solved everyone's problems! I traded all of Bob's bagels for more champagne!

DAVID

(to Patrick) Remember when we thought Roland was our biggest problem today?

MOIRA

(inspecting Roland's apron)  
Although... perhaps we could incorporate this into the narrative. A commentary on the circular nature of skincare routines...

DAVID

(to ceiling) Is Mercury in retrograde? It feels like Mercury is in retrograde.

ROLAND

And that's not all! I've been thinking - what if we combine forces? "Roses, Rolls, and Roland: A Journey Through Carbs and Care"?

DAVID

And I thought the fog machine was rock bottom.

MOIRA

(considering) Although... bread has been used in facials since Cleopatra's time...

DAVID

Don't encourage this!

PATRICK

(checking phone again) Stefano just posted: "About to experience small town retail therapy... che interessante!" with the thinking emoji."

DAVID

(panicked) What does that even mean? Is that good? That feels not good.

MOIRA

David, dear, every great performance needs stakes! Though perhaps we should save my interpretive dance about exfoliation for a more... intimate audience.

INT. CAFE TROPICAL - SAME TIME

Stefano Bellini sits at a booth, looking skeptically at his menu while Twyla chatters away. At the counter, we spot Alexis watching intently.

TWYLA

...and that's why we don't actually recommend the Catch of the Day on Thursdays. Or really any day ending in 'y'.

STEFANO

(making notes on phone)  
Fascinating. And this is really the only restaurant in town?

ALEXIS

(to self) Okay, time to work some Alexis Rose magic.

She approaches Stefano's table just as JOCELYN rushes in.

JOCELYN

Alexis! Thank goodness! Roland just texted that he might have accidentally committed some light bagel-related fraud?

INT. CAFE TROPICAL - CONTINUOUS

Alexis expertly slides into Stefano's booth, while Jocelyn hovers anxiously nearby.

ALEXIS

(flipping her hair)

Oh my god, are you Stefano Bellini? I literally just did a whole case study on your influence metrics for my social media course.

STEFANO

(charming Italian accent,  
amused)

Please, call me Stefano. Your enthusiasm is molto refreshing.

ALEXIS

Um, yes! That piece you wrote about that villa-turned-boutique in Tuscany? Like, so inspiring.

STEFANO

Ah yes, it reminded me of what my nonna always said - true luxury is about the soul of a place, not just its appearance.

JOCELYN

(interrupting)

Alexis, Roland really needs-

ALEXIS

Speaking of places with soul, have you been to Rose Apothecary yet? Because my brother David has this whole philosophy about authentic retail experiences...

STEFANO

(typing on his phone)

Authentic experiences in a small town... interessante.

ALEXIS

It's like... imagine if Gwyneth Paltrow's Goop had a baby with a really chic general store, but then that baby was raised by people who actually care about their customers?

STEFANO

Ah. It was gonna be my next stop.

JOCELYN

Alexis!

ALEXIS

(to Jocelyn) One sec! (to Stefano)  
Anyway, you should totally check out their afternoon presentation.

STEFANO

Presentation?

ALEXIS

(walking towards Jocelyn)  
Alright, gotta go, but you're in for a treat.

FADE OUT.

END OF ACT TWO



ACT THREE

INT. ROSE APOTHECARY - LATE AFTERNOON

The store has reached peak Moira-fication. Dramatic lighting, product "stations," and a small CROWD of locals who are equally confused and entertained.

MOIRA

(in full performance mode) "And as  
our journey through hydration  
reaches its climax..."

The bell DINGS. STEFANO enters, taking in the scene with subtle amusement. He's wearing an impeccably tailored suit and carries a leather notebook. David nearly drops a display of hand creams.

DAVID

(whisper-screaming to  
Patrick)  
Code Black! This is not a drill!

STEFANO

Ah, what a delightful surprise! I  
was expecting another cookie-cutter  
boutique, but this...  
(gestures to Moira's  
performance)  
this has character.

MOIRA

(sweeping over)  
Ah! Our honored guest! You've  
arrived just in time for the third  
act of our skincare saga!

DAVID

(jumping in)  
What my mother means is-

STEFANO

Wait. Mother? As in Moira Rose from  
"Sunrise Bay"?

MOIRA

The very same, though my brief  
stint as spokesperson for Rose  
Video's "Friday Night Is Movie  
Night" campaign was perhaps my most  
challenging role.

STEFANO

(taking notes, charmed)  
The perfect blend of Hollywood  
glamour and small-town  
authenticity. This is exactly what  
my readers love...

INT. CAFE TROPICAL - SAME TIME

Alexis sits with Bob, who's surrounded by protest signs  
reading "FREE THE FEELINGS" and "REAL MEN TALK ABOUT  
DIVORCE."

ALEXIS

(excited) See, Bob? You're not  
oversharing, you're providing a  
service! People love authenticity  
and, like, emotional availability  
or whatever.

BOB

(touched) You really think people  
want to hear about my feelings?

ALEXIS

(booping his nose) That's why we're  
rebranding as "Bagels &  
Breakthroughs with Bob"! It's like  
therapy, but with carbs!

INT. ROSE APOTHECARY - CONTINUOUS

Stefano films as Moira performs an interpretive dance about  
toner application. The locals are now fully invested, some  
even wiping away tears.

DAVID

(to Patrick) This is it. We're  
going to end up as a discount  
hardware store.

PATRICK

David, look.

He points to Stefano, who's completely engrossed, typing  
furiously on his phone.

STEFANO

(reading aloud as he types) "In an era of soulless retail experiences, Rose Apothecary offers something revolutionary: authentic human connection through commerce..."

ROLAND

(stumbling in with the last champagne bottle) And the champagne's not bad either!

He trips, sending the bottle flying. Patrick dives to catch it, crashes into a display, sending products tumbling. Instead of panic, David starts laughing.

DAVID

You know what? This is actually perfect.

PATRICK

(from under fallen products) It is?

DAVID

(helping him up) When we opened this store, we wanted it to be different from the pretentious places I used to shop. And look at us now - we have my mother doing performance art about face cream, Roland's drunk-reviewing our products...

MOIRA

(jumping in) And doing a magnificent job of it, I might add!

STEFANO

(still typing) "...a family business in the truest sense, where luxury meets small-town charm..."

EXT. BOB'S BAGELS - LATER

A line stretches down the sidewalk. Through the window, we see Bob holding court at a table, gesturing expressively to engaged customers eating bagels.

ALEXIS

(to waiting customers) Remember, Tuesday is "Trust Issues Tuesday" - buy one emotional breakthrough, get a bagel free!

## INT. ROSE APOTHECARY - EVENING

The store has calmed down. David and Patrick clean up while Moira removes her dramatic lighting.

JOHNNY

(entering) Son, about my suggestion to involve your mother...

DAVID

Actually, dad? Thank you.

JOHNNY

(surprised) Thank you?

DAVID

Sometimes I forget that what makes this place special isn't the products or the aesthetic - it's the people. Even if those people sometimes turn my store into dinner theater.

MOIRA

(pleased) Although, David, dear, we really should consider my suggestion about the quarterly one-woman shows...

DAVID

Let's not push it.

TAG

## INT. ROSE APOTHECARY - NEXT MORNING

David reads Stefano's review from his phone for STEVIE.

DAVID

Listen to this: "Rose Apothecary represents what luxury retail has forgotten - that true elegance comes not from perfection, but from passion. The weekly dramatic readings of ingredient lists by Broadway legend Moira Rose (Thursdays at noon) are not to be missed. As my nonna would say, 'Il teatro della vita' - the theater of life."

STEVIE

Did he actually write that in Italian?

DAVID

No, but mom added it when she reposted it to her social media. She's already planning themed wigs for each product category.

The bell DINGS. Bob enters with a basket of bagels, wearing a name tag that reads "Bob: Bagel Therapist."

BOB

Special delivery! Nothing helps process emotions like carbs!

STEVIE

(to David) You know, for a town with no movie theater, we sure get a lot of shows.

FADE OUT.

END OF EPISODE