

PROJECT WINE — LEAD CASTING CALL

Commercial / Branded Short

Shoot Date: March 3, 2026

Location: Downtown Toronto

Production Company: Regal Entertainment

Union Status: Non-Union

Shoot Length: Full Day

CASTING CALL #1 — MALE SERVER / SOMMELIER (LEAD)

ROLE: Male Server / Sommelier

RATE: \$900 flat

SHOOT DAY: Full day (required all day)

ROLE DESCRIPTION

We are casting one male server/sommelier to lead a cinematic, tongue-in-cheek commercial that blends luxury dining with an unexpected Western saloon fantasy.

This role is highly physical and expressive. The server becomes the hero of the story, chasing a “wild” high-alcohol wine bottle through a surreal saloon environment (lasso moments, tug-of-war energy, dramatic hero beats).

LOOK & ENERGY

- Male, 30s to early 50s
- Confident, expressive, strong physical presence
- Comfortable with light action and heightened reactions
- Polished enough for a luxury restaurant, but capable of rugged, playful energy
- Acting experience strongly preferred

NOTES

- No dialogue-heavy scenes, but strong on-camera presence is essential
- Must be comfortable performing physical actions (running, pulling, reacting)
- This is cinematic, not theatrical — less is more
- We are casting energy, presence, and believability

Have fun with it — confidence reads on camera.

Please submit all self-tapes and materials to: info@regality.ca

Submission Deadline: Thursday, February 12 at 9:00 PM

Submissions will be reviewed as they are received, so early submissions are encouraged.

SELF-TAPE INSTRUCTIONS — LEAD SERVER / SOMMELIER

SLATE

Please state your name and height. Briefly tell us about a fun night out you've had (restaurant, bar, or similar). Then clearly show both sides of your hands to camera.

ACTION

You are a highly skilled sommelier — confident, composed, and respected. Your world shifts from refined luxury into something wild and untamed.

PART 1 — LUXURY MODE

You are at the top of your game in a high-end restaurant. Guests trust you completely. You move with calm authority. Begin standing, as if approaching a table. Deliver the following line with ease and professionalism:

“Good evening. Have we had a chance to look at the wine list?”

Hold for a brief moment. Your energy should feel polished, relaxed, and fully in control of the room.

PART 2 — THE SHIFT

Something unusual catches your attention off to the side of you. At first, it's subtle — a feeling more than a sight. Without dialogue, let curiosity register, let your focus sharpen, and allow a quiet alertness to take over. You're not startled — you're assessing. This is the moment you realize your night isn't going to be routine.

PART 3 — SALOON ENERGY

The environment around you changes. You are suddenly inside a rowdy Western saloon — loud, unpredictable, alive. Without dialogue, ground your stance as if bracing yourself, let your body become more physical and ready, and mimic a controlled lasso swing as if preparing to wrangle something that won't be tamed. End by looking back to camera with a calm, confident expression that says: “I've got this handled.”

TAKES

Please send 2–3 versions of this action, each 30–45 seconds max.

Take 1: Subtle, restrained, cinematic

Take 2: Strongest hero energy — bold but grounded

Take 3 (optional): Make it your own

Avoid comedy or exaggeration. Keep everything believable and controlled.

SELF-TAPE NOTES

iPhone self-tapes are totally fine. Use a clean, neutral background with natural lighting if possible. No costumes or props are required (optional if it helps you access the role). Focus on presence, clarity, and physical storytelling.