TRUWHIP ORIGINAL FROZEN WHIPPED TOPPING

Brookshire Grocery Company Demo Instructions

Featured Products

Product	UPC	Key Claims	Sample Pairing
Truwhip Original Frozen Whipped Topping	8-11271-00161-6	Non-GMO • Gluten-free	Fresh strawberry halves with a dollop of Truwhip

About Truwhip



- Truwhip Original is a frozen whipped topping made with real ingredients.
- It is non-GMO & gluten-free, with no artificial flavors or high-fructose corn syrup.
- Enjoy Truwhip with fresh fruit, desserts, drinks and everyday treats.

IMPORTANT ALLERGEN NOTICE

Truwhip Original contains milk and soy. Display the allergen sign and direct guests to the current package label for full ingredient and allergen information.

Check-In & Product Purchase

- Check in with the Manager on Duty or Department Manager and ask where to set up the demo table.
- Using the Divvy card, purchase one container of Truwhip for check-in. Purchase the strawberries and any additional Truwhip needed for the demo at the end of the demo.
- Upload the check-in receipt to the Bill Spend & Expense app and save it to upload to the demo report.
- Take a selfie with the Truwhip shelf behind you and immediately text it to Karen. Do not upload the selfie to the demo report.
- Take a clear, wide photo of the full frozen shelf for the demo report. Count and record beginning inventory before removing product for the demo.
- Record date & time TruWhip was removed from refrigeration (Time as a Public Health requirement).

Demo Supplies

- Table, tablecloth, apron, hat, Food Handler's Card and allergen sign
- Ice bucket
- Cutting board & knife
- 2 oz sample cups, toothpicks or small forks, napkins and gloves
- Serving spoon for Truwhip

Demo Set Up

- Ask the manager where to set up and where the Truwhip product is located in the frozen section.
- During the demo, keep TruWhip on bagged ice.
- Count opening inventory of TruWhip.
- Since product cannot be displayed on your table, place 2 floral arrangements on the table.
- Take a picture of the table to upload to demo report.
- Wash hands before handling food. Wash, rinse & sanitize cutting board & knife in 3 part sink.
- Ask where you can wash and dry strawberries before removing the tops or cutting them (must be a designated sink for food preparation).

Preparing & Serving Samples

- Wash strawberries under cool running water. Dry with clean paper towels, remove the leafy tops, and cut each strawberry in half lengthwise.
- Place one strawberry half in a 2 oz sample cup and add a small dollop of Truwhip beside or on top of the berry.
- Provide a toothpick or small fork. Prepare samples in small batches and serve promptly; keep the berries and Truwhip cold between batches.
- Use a clean serving utensil for Truwhip. Guests should not touch the food or serving utensils.
- Discard any sample that has been handled, contaminated or left out beyond safe time and temperature limits.

Product Talking Points & Guest Interaction

- Invite guests to try a fresh strawberry half topped with Truwhip Original.
- Describe Truwhip as a frozen whipped topping made with real ingredients, with no artificial flavors or high-fructose corn syrup.
- It is non-GMO and gluten-free. Truwhip Original contains milk and soy; refer guests to the package label for allergen details.
- If a guest likes it, point out the Truwhip in the frozen section and invite them to pick up a container.

Clean Up & Wrap Up

- Stop serving early enough to clean the demo area and return it to the condition in which you found it.
- Discard remaining prepared strawberries and samples.
- Count and record ending inventory. Using the Divvy card, purchase the remaining Truwhip and strawberries used for the demo. Do not purchase the item already purchased at check in.
- Upload the closing purchase receipt to the Bill Spend & Expense app and to the demo report.
- Complete online demo report.