

OWN BRANDS SIGNATURE SELECT CORN RIBS

Two seasoned frozen corn rib varieties served hot

DEMO PLAN: Cook Signature SELECT Corn Ribs from frozen in small batches in a toaster oven. Offer both Olive Oil & Pepper and Chili Lime throughout the demo. Keep unopened product frozen, cook each batch to 165°F, and serve one hot corn rib per sample.

Featured Products and UPCs

Featured Product	Size	UPC
Signature Select Corn Ribs - Olive Oil & Pepper Seasoned	15 oz	00021130043682
Signature Select Corn Ribs - Chili Lime Seasoned	15 oz	00021130043699



Flavor Profiles

- **Olive Oil & Pepper:** Sweet corn with a simple savory blend of olive oil, salt and black pepper.
- **Chili Lime:** Sweet corn with a bright, zesty chili-lime seasoning and mild savory spice.

Demo Supplies

DFW stores have a supply area with tables, equipment and disposable supplies. For all other stores, bring all supplies from home.

- Current food handler card and allergen sign
- Table and clean tablecloth
- Apron & hat
- Toaster oven and extension cord
- Small baking sheet or toaster-oven tray and parchment paper
- Oven mitts
- Food thermometer
- Cutting board, knife & tongs
- 2 oz portion cups or cupcake liners, napkins & gloves

DO NOT PURCHASE ANY SUPPLIES IN STORE. IF YOU DO NOT HAVE THE NECESSARY SUPPLIES, PLEASE NOTIFY KAREN VIA TEXT BEFORE YOUR DEMO DATE.

Check In

- Immediately purchase one featured item using the BILL Divvy card to document your arrival time. Take a clear picture of the receipt and save it for the demo report.
- Upload the check-in receipt to the BILL Spend & Expense app.
- Check in with store management and/or the frozen department manager. Confirm the approved demo location, access to a working electrical outlet and access to the required sinks.
- Locate both featured products. For the demo report, take a wide shelf photo showing as much of the freezer section and available inventory as possible. Do not submit a close-up photo.
- Send Karen the required selfie taken in front of the product shelf, with the shelf clearly visible behind you. Do not upload the selfie to the demo report.
- If either variety is unavailable, notify Karen promptly and ask store management whether additional inventory is available in the back room. Do not substitute without approval.

Demo Set Up

- Set up the table in the location approved by store management, near the frozen section when possible and close enough to the approved outlet to operate the toaster oven safely.
- Secure the extension cord so it does not create a trip hazard. Keep the toaster oven on a stable, heat-safe surface with adequate clearance around it.
- Display empty, clean packages of both flavors on the table (once available) so guests can identify the products and read the labels. Keep unopened product frozen until needed.
- Display the required allergen sign. **Chili Lime contains soy.** Direct guests to each package label for complete allergen information.
- Keep personal items out of sight and store extra supplies neatly beneath the table at least 6 inches off the ground.
- Count and record the beginning inventory for both featured products.
- Take a clear picture of the completed demo table before food preparation begins.
- Wash hands at a designated handwashing sink and put on clean gloves before handling food or serving supplies.

Preparing the Corn Ribs

- Preheat the toaster oven to 425°F.
- Keep the corn ribs frozen until ready to cook. Do not thaw or refreeze.
- Line the toaster-oven tray with parchment paper. Arrange the corn ribs in a single layer without crowding.
- Cook for 12-14 minutes, turning each corn rib once onto the kernel side, until heated through.
- Check the internal temperature of the thickest corn rib in each batch. Product must reach 165°F before serving.
- Cooking appliances vary. Add cooking time as needed to reach 165°F without burning the seasoning.
- After cooking the first batch, evaluate the size. If the corn ribs are small, serve one whole rib per guest. If they are large enough to divide safely, cut each cooked rib in half crosswise using a cutting board and sturdy knife, then serve one half-rib per sample.
- Cook small batches throughout the demo so samples remain hot and fresh. Use oven mitts whenever handling the hot tray.

Sampling Procedure

- Offer both flavors throughout the demo. Use the serving tongs to place one hot corn rib in a 2 oz portion cup or cupcake liner with a napkin.
- Set the sample at the front of the demo station for the guest to pick up. Never allow guests to serve themselves.
- Warn guests that the sample is hot and that the center is a firm piece of corn cob that should not be eaten.
- Use a fresh portion cup or liner for every sample. Never return served or handled product to the tray.
- If you hand a sample directly to a guest, change your gloves before preparing or serving another sample.
- Share the flavor profile and product talking points, then direct interested guests to the featured products in the frozen section.

Approach

- “Hi! We are sampling Signature SELECT Corn Ribs in two flavors today: Olive Oil & Pepper and Chili Lime. Which would you like to try first?”
- Invite guests to try both varieties.
- Explain that the corn ribs are already cut and seasoned, making them an easy side dish or snack.
- After sampling, point out both featured products and explain where they are located in the frozen section.

Product Talking Points

- Both varieties are Signature SELECT Own Brands products available at The United Family of Stores.
- The corn ribs cook directly from frozen; no thawing or additional seasoning is required.
- Olive Oil & Pepper contains sweet corn, olive oil, salt and black pepper.
- Chili Lime combines sweet corn with chili, lime-style acidity and savory spices. The Chili Lime variety contains soy.
- Both varieties are vegan and contain no artificial flavors or preservatives.
- Corn ribs are a fun, easy-to-eat twist on traditional corn on the cob.
- The curved shape helps the kernels become lightly browned around the edges while cooking.
- They come already cut and seasoned, eliminating the difficult preparation required to make corn ribs from whole ears of corn.
- Keep them in the freezer for a convenient side dish, appetizer or snack.
- They pair well with burgers, grilled meats, sandwiches, tacos and barbecue.
- Guests can prepare them in a conventional oven, air fryer or on the grill by following the package directions.
- Olive Oil & Pepper is the milder, more traditional option. The simple Olive Oil & Pepper seasoning lets the natural sweetness of the corn stand out.
- Chili Lime offers a brighter, zestier flavor with savory spices. Chili Lime is a good option for guests who enjoy Southwest-inspired flavors.
- The two varieties make it easy to serve both a classic flavor and a more adventurous flavor.
- Guests can serve the corn ribs as-is or personalize them at home with toppings such as grated cheese, fresh herbs or an extra squeeze of lime.
- The resealable bag makes it easy to prepare only the amount needed.
- The corn ribs should be cooked directly from frozen—no thawing is needed.
- Each 15 oz bag contains approximately three servings, based on the package serving size of four corn ribs.
- Olive Oil & Pepper has 130 calories per four-rib serving.
- Chili Lime has 120 calories per four-rib serving.
- Chili Lime contains soy; guests should always check the package for complete allergen information.
- Direct guests to the package labels for complete ingredient, nutrition and allergen information.

Food Safety

- Keep unopened bags frozen until needed. Do not leave frozen product sitting on the demo table.
- Cook every batch to an internal temperature of 165°F as measured with a clean, sanitized food thermometer.
- Use separate tongs for uncooked/frozen product and cooked product. Do not place serving tongs on the raw-product tray.
- Serve cooked samples promptly. Discard samples that have cooled, become dry or have been exposed to guest contact.
- Do not make dietary or allergen claims that are not printed on the product package.

Clean Up and Wrap Up

- Stop sampling at the scheduled end time. Discard remaining cooked samples; do not return cooked product to the freezer.
- Turn off and unplug the toaster oven. Allow it and the tray to cool before cleaning and packing.
- Clean the demo table and surrounding area.
- Count and record the ending inventory for both featured products.
- Purchase all remaining opened demo products using the BILL Divvy card. Take a clear picture of the final receipt.
- Upload every receipt to the BILL Spend & Expense app and save the images for the demo report.

- Complete the online demo report with the check-in and final receipts, wide shelf photo, completed table photo, ending inventory, sales information and guest feedback.
- Report all out-of-stock products, approved substitutions and food-safety issues in the demo report.

IMPORTANT: If a product is out of stock, you have a question about substitutions, or you have a food-safety question, stop and contact Karen.