

Mickelberry Gardens Honey Tonics and Sprays

Central Market Demo Instructions



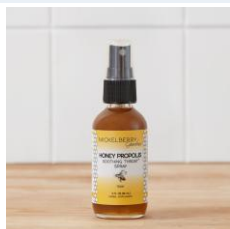
Elderberry Honey Tonic
UPC 852906004015



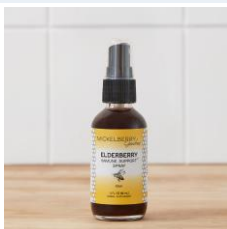
Throat & Lung Honey Tonic
UPC 852906004053



Fire Cider Honey Tonic
UPC 852906004244



Honey Propolis Throat Spray
UPC 852906004060



Elderberry Immune Spray
UPC 852906004251

Sampling plan: Pour samples of all three Honey Tonics. Display and discuss both sprays; do not use the sprays as shared testers.

Demo Kit Delivery

- Austin demos: demo kits are sent to Lisa's house.
- Houston demos: demo kits are sent to Pam's house.
- Southlake and Plano demos: demo kits are sent to the Foodie Lead at the store.
- The kit contains sample product and may include marketing materials. Confirm that you have or can locate the correct kit before the demo. Contact Karen immediately if the kit is missing or incomplete.

Before the Demo

- Watch the training videos before arriving so you can clearly explain what an oxymel is and how guests may use the products.
- Their Story: <https://www.youtube.com/watch?v=EjxHJCNaIEc>
- Herbal Honey Tonics and Oxymels: https://www.youtube.com/watch?v=Zu4w_NwLAqk
- Oxymel Overview: <https://mickelberrygardens.com/pages/all-about-oxymels>
- Product Training: <http://links.mickelberrygardens.com/retailer-training>

Check In

- Check in with the Foodie Lead and confirm the approved demo location.
- For Southlake and Plano, ask the Foodie Lead for the Mickelberry Gardens demo kit sent to the store. Austin and Houston Demo Specialists should arrive with the kit delivered to Lisa or Pam.
- Confirm the kit contains the sample product needed for the three tonics. If the kit cannot be located or is incomplete, contact Karen before purchasing or opening retail product.
- Have the Foodie Lead sign the Clock In/Out Form at check in. If you do not have a printed form, use a blank sheet with Store, Date, Time, Manager or Foodie Lead Name, and Signature. Save it for the demo report.
- Locate all five retail products. Take wide shelf photos showing as much of the shelf and surrounding section as possible—not close-ups.
- Count and record beginning inventory for each of the five products.
- Take a selfie with the product shelf behind you and text it to Karen. Do not upload the selfie to the demo report.

Demo Supplies

- Central Market provides the demo table, tablecloth, gloves, 2 oz portion cups, beverage napkins, and other standard demo supplies.
- Bring from home: Four Star apron, hat, food handler's card, and allergen sign.
- From the demo kit: sample bottles and any approved Mickelberry Gardens marketing materials.

Demo Set Up

- Set up in the approved location and keep the station clean, stable, and easy for guests to approach.
- Display the allergen sign and any approved Mickelberry Gardens marketing materials from the kit.
- Display all five retail products so guests can easily see the full assortment. Keep enough sellable product on the table for guests to take after sampling and replenish as needed.
- Group the three Honey Tonics together and the two sprays together so the product formats are easy to understand.
- Keep open sample bottles behind the serving area. Do not allow guests to handle the open bottles.
- Take a clear photo of the completed demo station before sampling begins.
- Wash hands in a designated handwashing sink.

Sampling Procedure

- Shake each Honey Tonic bottle well before opening and periodically throughout the demo. Natural ingredients may settle.
- Open Elderberry Honey Tonic, Throat & Lung Honey Tonic, and Fire Cider Honey Tonic so all three are available throughout the demo.
- Pour approximately 1 teaspoon of the selected tonic into a 2 oz portion cup. Do not pre-pour large quantities; prepare samples as guests approach.
- Place the cup at the front of the table for the guest to pick up. Use a new cup for every flavor and every guest.
- Tell guests that Fire Cider is spicy before they taste it. Offer Elderberry first to guests who prefer a milder, sweeter sample.
- Keep bottle rims and caps clean. Close bottles when stepping away from the table.
- Do not spray Honey Propolis Throat Spray or Elderberry Immune Spray into a guest's mouth and do not allow guests to share a tester bottle. Display the sprays and explain their flavor, format, and suggested use.

Approach

- Invite guests to try Mickelberry Gardens Honey Tonics—raw oxymels made with raw Pacific Northwest honey, raw apple cider vinegar, and herbs.
- Ask whether the guest prefers berry, rich herbal and lemon, or bold and spicy. Recommend Elderberry, Throat & Lung, or Fire Cider based on the answer.
- Encourage interested guests to compare the three tonics, using a new cup for every flavor.
- Point out the two convenient spray products and explain how each differs from the corresponding tonic.
- Use supportive wellness language from these instructions. Do not say that the products diagnose, treat, cure, or prevent disease.

Flavor Profiles and Uses

Product	What It Tastes Like	How Guests Can Use It
Elderberry Tonic	Sweet honey, tart apple cider vinegar, and berry flavor; thick and syrupy.	By the spoonful or added to warm water, tea, or sparkling water.
Throat & Lung Tonic	Sweet and tart with a rich, complex herbal flavor and a hint of lemon; thick texture.	By the spoonful or added to warm water, tea, or sparkling water.
Fire Cider Tonic	Savory, pungent, complex, and spicy, with honey balancing the vinegar.	By the spoonful or added to dressings, sauces, soups, and sautés.
Honey Propolis Spray	Sweet and tart with a rich, complex herbal flavor; thick texture.	Convenient 2 oz spray format intended for use toward the back of the throat as needed.
Elderberry Immune Spray	Sweet honey, tart apple cider vinegar, and berry flavor; thick and syrupy.	Convenient 2 oz spray format intended for use in the mouth and swallowed as needed.

Product Talking Points

About Mickelberry Gardens

- Mickelberry Gardens began with husband-and-wife founders Matt and Madelyn and their backyard beekeeping in Portland, Oregon.
- The company crafts honey tonics and sprays with raw Pacific Northwest honey, raw apple cider vinegar, and carefully sourced herbs.
- The products are raw oxymels—a traditional combination of honey and vinegar used as a flavorful way to enjoy herbs.
- Mickelberry Gardens states that its products are made in a GMP-compliant facility free of all major allergens, including gluten.
- All five products contain raw honey and should not be given to children under 1 year of age.

Elderberry Honey Tonic

- Made with raw Pacific Northwest honey, raw apple cider vinegar, organic black elderberries, organic echinacea tops, and bee propolis.
- A gentle, everyday herbal formula designed to support healthy immune function.
- The 8 oz bottle contains approximately 48 teaspoon-size servings.

Throat & Lung Honey Tonic

- Made with raw honey, raw apple cider vinegar, and herbs traditionally used to support the throat and lungs.
- Includes mullein leaf, wild cherry bark, stinging nettle leaf, rose hips, echinacea, sage, bee propolis, and organic lemon essential oil.
- The 8 oz bottle contains approximately 48 teaspoon-size servings.

Fire Cider Honey Tonic

- Mickelberry Gardens' version of the traditional fire cider folk remedy.
- Made with raw apple cider vinegar, raw Pacific Northwest honey, and certified organic onion, garlic, ginger, chili pepper, horseradish, dandelion leaf, and turmeric root.
- Bold and versatile—guests may take it by the spoonful or use it as a savory ingredient.

Honey Propolis Throat Spray

- A portable 2 oz spray designed to soothe and tone throat tissues.
- Made with raw honey, raw apple cider vinegar, rose hips, echinacea, sage, and bee propolis.
- Throat & Lung Honey Tonic contains these core ingredients plus mullein, wild cherry bark, nettle leaf, and lemon essential oil.

Elderberry Immune Spray

- The Elderberry Honey Tonic formula in a convenient 2 oz spray format for use at home, at a desk, or while traveling.
- Made with raw honey, raw apple cider vinegar, organic black elderberry, organic echinacea, and bee propolis.
- Designed to support healthy immune function in a portable format.

Clean Up and Wrap Up

- Stop serving with enough time to clean the station and complete the demo report.
- Return unopened retail display products to the shelf. Follow store direction for any unopened sample product remaining from the kit.
- Count and record ending inventory for each of the five products.
- Have the Foodie Lead sign the Clock In/Out Form at check out. If using a blank sheet, include Store, Date, Time, Manager or Foodie Lead Name, and Signature.
- Upload the table photo, wide shelf photos, signed form, sales, ending inventory, guest comments, and all other required report information.
- Leave the area clean.

Important: If product or the demo kit cannot be located, inventory is insufficient, the product sells out, or store management requests a change, contact Karen before changing the demo plan.