BADGER BEVS DEMO INSTRUCTIONS

Elevated zero proof mocktails

CENTRAL MARKET NEW DEMO GUIDANCE: Our goal is to move beyond simply sampling a product and instead create a unique culinary experience for our guests with every demo we host. Each demo should share with guests the benefits, uses, ingredients and suggested food pairings for the featured products.

DEMO PLAN: Prepare three alcohol-free Badger Bevs mocktails using the same recipes at every store: Cucumber & Lime Tonic, Strawberry & Lemon Club Soda and Cactus Pear & Pomegranate Ginger Beer. This consistent menu reflects the recipes selected by the stores that provided a preference. No alcohol may be served during the demo.

PRODUCT PURCHASE: Some Central Market stores will still require all product used to sample is purchased in store. Some Central Market stores will ask you to save the empty packages of any product used to sample and give to the Foodie at the end of the demo (no purchase required). Some Central Markets will ask you to save the empty packages of the featured products (no purchase required), but ask that you purchase the accompanying products. Make sure you ask the Foodie upon check in the current purchase policy at their store.

Featured Products and UPCs

Featured Product	Size	UPC
Badger Bevs Ginger Beer 4 Pack	4 x 8.5 fl oz	850048793033
Badger Bevs Tonic Water 4 Pack	4 x 8.5 fl oz	850048793040
Badger Bevs Club Soda 4 Pack	4 x 8.5 fl oz	Not provided

Flavor Profiles

- **Ginger Beer:** Premium Nigerian ginger creates bold ginger flavor balanced with bright citrus notes and a lingering ginger finish. Double Gold Medal Winner at the 2023 Denver International Spirits Competition.
- **Tonic Water:** Crisp and balanced, with natural quinine and cinchona bark flavor, abundant carbonation and a clean finish. Gold Medal Winner at the 2023 Denver International Spirits Competition.
- **Club Soda:** Clean, vibrant and highly effervescent, with balanced minerality and no aftertaste. Gold Medal Winner at the 2023 Denver International Spirits Competition.

Approach

- Present the demo as a Badger Bevs zero proof mocktail tasting rather than simply pouring the mixers by themselves.
- Prepare all three approved recipes so guests can compare botanical and crisp, light and fruit-forward, and spicy and bright flavor profiles.
- Use the same three recipes at every store. Houston and North Lamar selected this exact menu; it is also the consistent menu for stores that did not select a preference.
- Keep Badger Bevs as the focus. Measure one part Fresh Victor mixer to two parts Badger Bevs and top each sample immediately before serving to preserve carbonation.

Mocktail Menu

- **Cucumber and Lime Tonic:** 1 oz Fresh Victor Cucumber & Lime plus 2 oz Badger Bevs Tonic Water.
- **Strawberry and Lemon Club Soda:** 1 oz Fresh Victor Strawberry & Lemon plus 2 oz Badger Bevs Club Soda.
- **Cactus Pear and Pomegranate Ginger Beer:** 1 oz Fresh Victor Cactus Pear & Pomegranate plus 2 oz Badger Bevs Ginger Beer.
- These are alcohol-free recipes. Do not add, display or serve alcohol at the demo.

Product Talking Points

- Badger Bevs developed its premium mixers through years of tastings and reformulations and uses all-natural ingredients. The products are made in the USA.
- The brand was founded in 2022 by David Vogel in partnership with the Bishop Family, founders of SoBe Beverages and Blue Buffalo.
- Badger Bevs is designed for cocktails and mocktails, but each product also has enough flavor and carbonation to enjoy on its own.
- The bottles have high carbonation, twist-off resealable caps and metalized labels that will not dissolve in ice.
- Each 250 ml or 8.5 oz bottle contains approximately two servings and about 25 percent more product than many European competitors.
- The three mixers earned Gold or Double Gold recognition at the 2023 Denver International Spirits Competition.

Guest Conversation Ideas

- “Would you prefer botanical and crisp, light and fruit-forward, or spicy and bright?”
- “This is a zero proof mocktail. The Fresh Victor flavor complements the mixer while still letting you taste Badger Bevs.”
- “Badger Bevs has strong carbonation, so add it last and serve immediately.”
- “Which of the three would you serve at home? The Badger Bevs products are displayed here for purchase.”

Check In

- Go to the Information Desk and ask for the Foodie. Explain that you are preparing three alcohol-free Badger Bevs mocktails. Confirm the table location, product handling and where products may be chilled.
- Ask about the store’s policy regarding purchasing product.
    - If required to purchase, purchase one 4-pack of Badger Bevs Ginger Beer using the Divvy card. Upload the receipt to Bill Spend & Expense and retain it for the demo report.
    - If not required to purchase, have Foodie sign the Clock In/Out form and retain to upload to demo report.
- Take a selfie at the Badger Bevs shelf and immediately text it to Karen and Lexi. Keep the shelf behind you. Do not upload the selfie to the demo report.
- Take a wide shelf photo showing as much of the Badger Bevs display, shelf pricing and available inventory as possible for the demo report.
- Count and record beginning inventory separately for Ginger Beer, Tonic Water and Club Soda. Tell Karen if any product or required Fresh Victor flavor is unavailable before substituting.

Demo Supplies

- Bring apron, hat, Food Handler’s Card, Divvy card and allergen sign.
- Coordinate with the Foodie for the table, table covering, gloves, napkins, 4 oz clear portion cups, ice bucket or pan, bagged ice and three measuring cups or labeled measuring containers. Bring any items the store cannot provide.
- **Purchase in store or save containers as directed:** Fresh Victor Cucumber & Lime, Fresh Victor Strawberry & Lemon, Fresh Victor Cactus Pear & Pomegranate, Badger Bevs sampling products and bagged ice if needed.
    - Fresh Victor is located in the dairy dept.
- No cooking equipment is needed. Do not bring or use alcohol.

Demo Set Up

- Set up at the location designated by the Foodie. Chill all Badger Bevs products before sampling.
- When you remove Fresh Victor from refrigeration, record the date/time on a log (Time as a Public Health requirement).
- Display at least 6–8 packages of each available Badger Bevs product so guests can take one immediately after sampling. Replenish the display as needed.
- Arrange the three Fresh Victor mixers beside their corresponding Badger Bevs products so the zero proof pairing is easy to understand.
- Keep opened bottles thoroughly chilled in an ice bucket or pan with bagged ice. Keep retail display packages separate from opened sampling product.
- Display the allergen sign and check the actual labels of every product used. Do not describe the samples as allergen free.
- Take a clear picture of the completed table before opening any sampling product and save it for the demo report.

Sampling Procedure

- Wash hands in the designated handwashing sink and put on gloves before beginning sampling.
- Open one bottle of each Badger Bevs product and the three corresponding Fresh Victor mixers. Keep everything thoroughly chilled.
- Ask the guest which flavor profile they would like to try first: botanical and crisp, light and fruit-forward, or spicy and bright.
- Measure 1 oz of the corresponding Fresh Victor mixer into a 4 oz clear portion cup. Add 2 oz of the matching Badger Bevs product last. Do not batch the mocktails in a pitcher because the carbonation will dissipate.
- Place the finished sample at the front of the demo station for the guest to pick up. Prepare samples only as guests approach so every sample is fresh and bubbly.
- Describe the Badger Bevs flavor, share talking points, and explain that the sample is completely alcohol free. Ask for feedback and offer another flavor in a fresh cup.
- Direct interested guests to the table display or shelf and encourage purchase. Record feedback, product preferences, sampling totals and any availability issues.

Clean Up and Wrap Up

- Count and record ending inventory separately for Ginger Beer, Tonic Water and Club Soda. Record products sampled, guest feedback and any out-of-stock items or changes.
- Per store direction, either:
    - Purchase all additional Badger Bevs 4-packs and Fresh Victor products opened for sampling using the Divvy card. Do not purchase the Ginger Beer 4-pack used for check-in a second time.
    - Save empty bottles and give to Foodie at end of demo & have Foodie sign the Clock In/Out Form.
- Upload final receipts to Bill Spend & Expense and retain them for the demo report.
- Clean and sanitize the demo area. Follow the Foodie’s directions for remaining opened products, return borrowed supplies and check out with the Foodie.
- Submit the completed demo report with opening and ending inventory, sales, guest feedback, flavor preference, shelf photo, completed table photo and all receipts. Do not upload the selfie.