

OWN BRANDS YOGURT PARFAIT

Back-to-School Breakfast & Snack Demo



DEMO PLAN: Sample both Lucerne yogurt flavors. Select two Open Nature granola flavors based on store inventory and the best flavor pairings. Record the two granola flavors used in the demo report.

Products & UPCs

Use	Product	Size	UPC
Required	Lucerne Nonfat Strawberry Strained & Blended Greek Yogurt	32 oz	021130328291
Required	Lucerne Vanilla Lowfat Yogurt	32 oz	021130077403
Choose 2	Open Nature Honey Nut Granola	12 oz	079893111155
Choose 2	Open Nature Maple Pecan Granola	12 oz	079893111162
Choose 2	Open Nature Dark Chocolate Hazelnut Granola	12 oz	079893111179
Choose 2	Open Nature Strawberry Vanilla Granola	12 oz	079893110554
Choose 2	Open Nature Blueberry Flax Granola	12.5 oz	079893405896
Choose 2	Open Nature French Vanilla Granola	12 oz	079893161815
Choose 2	Open Nature Chocolate Espresso Granola	12 oz	Verify on package*

*Chocolate Espresso is a newer item. Confirm the UPC from the package before purchasing and enter it in the demo report.

Flavor Profiles

- Strawberry Greek Yogurt: Fruity, tangy and creamy. Pair with Strawberry Vanilla, Blueberry Flax, Honey Nut or Dark Chocolate Hazelnut granola.
- Vanilla Lowfat Yogurt: Smooth, lightly sweet and versatile. Pair with Maple Pecan, French Vanilla, Chocolate Espresso or Honey Nut granola.
- Demo Specialists will sample both yogurt flavors and select two 12 oz Open Nature granolas based on store inventory and the best flavor pairings. Do not use the larger Family Pack bag.

Store Arrival & Check-In

- Report to Customer Service or the store manager and explain that you are conducting an Own Brands Yogurt Parfait demo.
- Immediately purchase one required Lucerne yogurt using the Divvy card. This receipt verifies your arrival time, so make this purchase before taking the shelf photo, sending the shelf selfie or counting inventory.
- Upload the check-in receipt to the BILL Spend & Expense app and save it to upload to the demo report.
- Locate both required Lucerne yogurts and all available 12 oz Open Nature granola flavors.
- Take a clear shelf photo showing the featured products and their availability.
- Send the required shelf selfie to Karen and Lexi.
- Record the opening inventory for both yogurt flavors and each available granola flavor.
- Choose two Open Nature granola flavors based on inventory and flavor pairing.
- If either required yogurt is unavailable, contact Karen or Lexi before substituting.
- Gather the remaining yogurt and the two selected granolas needed for the demo. Purchase all remaining opened product at the end of the demo using the Divvy card.

Demo Supplies

Bring From Home

- Current food handler card
- Tablecloth
- Apron and hat
- Insulated cooler or ice bucket
- Separate serving spoons for each yogurt and granola flavor

DFW Stores

- DFW locations have a designated demo supply area with disposable sampling supplies and equipment. After checking in, gather the Four Star Demos table, gloves, 2 oz portion cups, sample spoons, beverage napkins, paper towels and required allergen sign. Return all reusable supplies after the demo.

Demo Set Up

- Set up the table and clean tablecloth near the featured products when possible.
- Put on the clean apron and hat at the store.
- Display the required allergen sign. Yogurt contains milk; granola allergens vary by flavor. Direct guests to the package label and never state that a product is allergen-free.
- Arrange the featured products neatly so guests can see both yogurts and the two selected granolas.
 - Place 6 bags of each of the featured granola on the table for guests to take & place 1 of each of the other flavors so guests are aware of other flavors available to purchase.
- Take a clear photo of the completed demo station before washing your hands.

- Wash your hands and put on clean gloves before handling ready-to-eat food.
- Stir each yogurt with its own clean serving spoon.
- Ask guest which yogurt flavor they would like to sample first. Ask which granola they would like to sample with the yogurt.
- Place 1 spoonful of desired yogurt in a 2 ounce portion cup, leaving the spoon in the cup.
- Top with a small sprinkle of the selected granola flavor.
- Place in front of demo station for guest to pick up. Never allow guests to serve themselves.
- Share selling points and ask guest if they would like to try other flavors/pairings.
- If guest likes the product, let them know they can take the granola from your table & where the yogurt is located.

Conversation Starters

- “Would you like to try an easy back-to-school breakfast or snack?”
- “Would you prefer strawberry or vanilla yogurt?”
- “Which granola pairing do you like best?”
- “Do you keep yogurt and granola on hand for quick breakfasts or after-school snacks?”
- “These are easy to portion into a lunchbox or build into a parfait at home.”

Key Selling Points

- A quick and convenient breakfast, lunchbox side or after-school snack.
- Easy to customize by pairing either yogurt flavor with different Open Nature granolas.
- Lucerne has provided trusted dairy products for generations.
- Open Nature products are made with thoughtfully chosen ingredients and are free from unnecessary additives.
- The resealable granola bags make it easy to add crunch to yogurt at home.

Time as a Public Health Control

- Keep yogurt refrigerated or at 41°F or below until it is placed on the demo table.
- Immediately when each yogurt container is removed from refrigeration or active ice temperature control, mark the container or Time as a Public Health Control log with the start time and a discard time no later than four hours afterward.
- Keep the marked yogurt under your control, covered between batches and protected from contamination.
- Discard yogurt at the marked discard time, if it rises above 70°F, or if required by store direction. Never return yogurt held under Time as a Public Health Control to refrigeration for later use.
- Follow all United Family of Stores food-safety procedures. If the store requires a shorter holding time, follow the store requirement.

Bagged Ice

- Use sealed bags of store-approved ice in an insulated cooler or ice bucket.
- You can get ice from the market dept, store ice machine in the café area or purchase on the divvy card.

Clean Up & Wrap Up

- Stop serving at the scheduled end time.
- Dispose of any remaining prepared parfait samples according to store direction.
- Clean the demo table and surrounding area. Wash reusable food-contact equipment in the store's three-compartment sink.
- Return all reusable Four Star Demos supplies to the designated supply area, if applicable.
- Count and record the closing inventory for both yogurt flavors and the available granolas sampled.
- Purchase all remaining opened demo product using the Divvy card.
- Upload every Divvy receipt to the BILL Spend & Expense app immediately and save each receipt to upload to the demo report.
- Complete and submit the online demo report with the check-in receipt, final purchase receipt, shelf photo, completed demo station photo, required guest-engagement photo, opening and closing inventory counts, and the two granola flavors sampled.
- Report low or out-of-stock inventory and any product substitutions in the demo report.

IMPORTANT: If a product is out of stock, contact Karen or Lexi.