

BUBBL'R

United Family of Stores Demo Instructions

Featured Products

Flavor	6-Pack UPC
triple berry breez'r	028435600299
twisted elix'r	028435600350
wild cherry chill'r	028435600367

BUBBL'R is sold in 6-packs. Follow the schedule to confirm whether your store has a Coolio with product. Set up a shop-from-the-table display when no Coolio is assigned.

Introduce Guests to BUBBL'R antioxidant sparkling water and help drive trial and sales at The United Family of Stores.

- Highlight three crisp fruit flavors, 5 calories, 0g sugar, and 69mg of natural caffeine per can.
- Help each Guest find a favorite flavor and make BUBBL'R easy to shop from the demo table or Coolio.

Check-In

- Check in with the Store Director or Manager on Duty and let them know you are conducting a BUBBL'R demo.
- Find BUBBL'R in energy and soda. Follow the schedule for Coolio assignment; products are sold in 6-packs.
- Take one wide shelf photo showing as much of the BUBBL'R shelf display as possible—not a close-up.
- Count and record beginning inventory by flavor, including any product in the Coolio.
- Take a selfie with the BUBBL'R shelf behind you and text it to Karen. Do not upload the selfie to the demo report.
- Purchase one sellable item for check-in using the Divvy card. Save and photograph the receipt.
- Upload the check-in receipt to both the demo report and Bill Spend & Expense app.

Demo Supplies

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

- Four Star apron, hat, name tag, food handler's card, and allergen sign
- Table & tablecloth
- Large ice bucket for bagged ice
- 2 oz portion cups, beverage napkins & gloves

Demo Set Up

- Set up near the BUBBL'R shelf or assigned Coolio when possible.
- Place the allergen sign where Guests can easily see it.
- Chill at least two cans of each flavor in a freezer while setting up (unless already chilled in Coolio).
- Face all three 6-pack flavors forward. If the schedule assigns a Coolio, place the product in it as directed and keep the display neat and visible.
- Make it easy for Guests to purchase a 6-pack after sampling. Keep the table display and/or Coolio neat and visible throughout the demo.
- Use the Coolio only at stores identified on the schedule. At other stores, create an attractive table display with the available 6-packs, placing at least 3 six packs of each flavor on your table for guests to take.
- Keep demo supplies securely on the shelf beneath the table using baskets or milk crates. Do not place supplies or product directly on the floor.
- Take a photo of the completed demo station before sampling begins.

Sampling Procedure

- Wash hands before beginning in a designated handwashing sink.
- Open one chilled can of each flavor. Keep unopened cans chilled on bagged ice.
- Ask the Guest which flavor they would like to try first.
- Pour approximately 1 oz into a 2 oz portion cup as the Guest approaches. Do not pre-pour; fresh pours preserve carbonation and quality.

- Use a new cup for every flavor and every Guest.
- Share a concise talking point while pouring and while the Guest tastes, then offer another available flavor.
- Ask, "Which one is your favorite?" and encourage the Guest to take the product directly from the table.

Key line: "Would you like to try BUBBL'R antioxidant sparkling water? It has 69 milligrams of natural caffeine."

About BUBBL'R

BUBBL'R is antioxidant sparkling water with natural caffeine. Based in Madison, Wisconsin, it is established in the Midwest and building sales in Texas.

- 5 calories and 0g sugar per can
- 69mg natural caffeine per can
- Antioxidant sparkling water with vitamins A, B3, B5, B6, and B12
- Naturally sweetened with erythritol and stevia; no artificial sweeteners

Flavor Profiles

Flavor	What It Tastes Like
triple berry breez'r	Raspberry, blackberry, and blueberry; bright, juicy berry flavor.
twisted elix'r	Raspberry, lime, and citrus; lively, tangy, and crisp.
wild cherry chill'r	Sweet-tart wild cherry flavor with a crisp finish.

Featured Flavors



triple berry breez'r



twisted elix'r



wild cherry chill'r

Approach

- Invite Guests to try BUBBL'R antioxidant sparkling water with 69mg of natural caffeine.
- Ask which flavor profile they enjoy, then recommend a BUBBL'R flavor that fits their preference.
- Encourage Guests to sample more than one flavor and ask which is their favorite.
- Keep claims factual. Do not describe the product as a treatment or make health promises.

Product Talking Points

- 69mg of natural caffeine per 12 fl oz can.
- Only 5 calories and 0g sugar per can.
- Crisp, sparkling, and refreshing; describe the taste rather than calling the product "healthy."

Bubbles With Benefits

- Each 12 fl oz can has 5 calories, 0g sugar, 69mg naturally sourced caffeine, and 450mcg of vitamin A (50% Daily Value), plus vitamins B3, B5, B6, and B12.
- Sweetened with stevia leaf extract and erythritol. The brand says BUBBL'R has no artificial sweeteners and uses natural flavors and colors.
- The brand identifies BUBBL'R as gluten-free, vegan, soy-free, and low glycemic.
- Keep wellness language factual. Do not promise health outcomes or say BUBBL'R treats, cures, or prevents a condition.

Mixer Ideas

At-home inspiration from BUBBL'R's recipe page; these recipes are not part of the in-store sampling procedure.

- **Triple Berry Mix'r:** Fill a glass with ice, add 2 oz tequila blanco and 3 oz orange juice, then slowly top with one can of triple berry breez'r. Stir gently and garnish with an orange slice or berries.
- **Santa's Hat Mocktail:** Pour wild cherry chill'r over ice. Whisk or shake 2 tbsp heavy cream, 1 tbsp 2% milk, and 1 tbsp vanilla syrup until foamy; spoon over the drink and garnish with mint.
- **More recipes:** drinkbubblr.com/mixr

BUBBL'R Guest FAQs

Use these short answers when Guests ask. Keep explanations factual and avoid medical or disease-related claims.

- **What is BUBBL'R?** An antioxidant sparkling water with natural flavors and colors, naturally sourced caffeine, and no artificial sweeteners.
- **What is an antioxidant?** The brand FAQ describes antioxidants as substances that help prevent oxidation, a chemical reaction that can produce free radicals.
- **What are free radicals?** The brand describes them as unstable molecules that can take part in chain reactions. Keep the answer brief and do not make claims about preventing illness.
- **Where does the natural caffeine come from?** Guarana seed extract. Each 12 fl oz can contains 69mg of natural caffeine.
- **Is BUBBL'R gluten-free?** Yes. The brand says all BUBBL'R flavors are gluten-free.
- **Is BUBBL'R vegan?** Yes. The brand says all BUBBL'R flavors are vegan.
- **BUBBL'R FAQ:** drinkbubblr.com/bubbles-with-benefits

Clean Up & Wrap Up

- Stop serving with enough time to clean the station and complete the demo report.
- Leave all remaining BUBBL'R demo product with the Store Manager, as requested by the brand. Let the manager know how many cans remain by flavor.
- Count and record ending inventory by flavor. Note any cans left with the Store Manager.
- Purchase any 6-packs opened for sampling that were not purchased at check-in using the Divvy card.
- Leave all remaining BUBBL'R demo product with the Store Manager, as requested by the brand. Let the manager know how many cans remain by flavor. Do not take leftover product home.
- Take a clear photo of the ending receipt.
- Upload the check-in and ending receipts to both the demo report and Bill Spend & Expense app.
- Submit the demo report with the wide shelf photo, completed table photo, receipts, sales, inventory, Guest comments, and all other required information.
- Clean the demo area and dispose of all trash.

Important: If product cannot be located, a flavor is missing, the Coolio is unavailable, product sells out, or store management requests a change, contact Karen before changing the demo plan.