

LUNAR LIFTS NUTRITION

Boba inspired grass fed whey isolate protein powders

DEMO PLAN Prepare both flavors with half water and half milk, keep the mixed beverages and milk on sealed bags of bagged ice, and pour each 1 ounce sample only after a Guest accepts it.

Featured Products and UPCs

Featured Product	UPC
Lunar Lifts Classic Milk Tea Grass Fed Whey Isolate Protein Powder	850070065078
Lunar Lifts Matcha Latte Grass Fed Whey Isolate Protein Powder	850070065085

Product Images



Classic Milk Tea



Matcha Latte

Flavor Profiles

- Classic Milk Tea: Smooth and creamy with mild, earthy Assam black tea and gentle sweetness. It has 50 mg of naturally occurring caffeine per serving.
- Matcha Latte: Creamy and full-bodied with earthy, subtly sweet and savory notes from ceremonial-grade Japanese matcha. It has 100 mg of naturally occurring caffeine per serving.

Approach

- “Hi! We are sampling Lunar Lifts boba-inspired protein powders. Would you like to start with Classic Milk Tea or Matcha Latte?”
- Tell every Guest that both samples contain milk before serving.
- Ask whether the Guest prefers a comforting black tea flavor or a richer matcha flavor, then recommend a product.
- Encourage Guests to compare both flavors. Use a new portion cup for each flavor sampled.
- After sampling, point out the two featured products and explain where they are located in the store.

Product Talking Points

- Each serving provides 26 grams of grass-fed whey isolate protein.
- Both flavors have no added sugar and no artificial ingredients. Tastes just like your favorite boba tea.
- Classic Milk Tea is made with real Assam black tea and has 133 calories per serving.
- Matcha Latte is made with ceremonial-grade matcha sourced from Japan and has 126 calories per serving.
- The boba-inspired flavors offer an alternative to traditional chocolate and vanilla protein powders.
- Lunar Lifts was founded by an Asian American woman who grew up around her family's boba tea shops and later became a powerlifter.
- The products are made in the United States with ingredients sourced from their authentic origins, including grass-fed whey isolate from New Zealand and ceremonial grade matcha from Japan.

- Direct Guests to the package label for complete ingredient, nutrition, caffeine and allergen information. Do not make medical or weight-loss claims.

Demo Kit

- The demo kit is shipped to your home. Expected contents are the two featured protein powders and shaker bottles.
- As soon as the kit arrives, open it and confirm the contents. Text Karen promptly if an item is missing, damaged or different from what is listed above.
- Bring the entire kit to the demo. Do not leave shipped demo product or shaker bottles at the store after the demo unless Karen directs you to do so.

Check In

- Immediately purchase one chilled water bottle 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 and Expense app.
- Check in with store management and confirm the approved demo location & access to an outlet if needed.
- Locate both featured products. Take one wide shelf photo showing as much of the shelf 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.
- Count and record beginning inventory for both flavors. If either product is unavailable, ask a store team member whether additional inventory is available and notify Karen. Do not substitute without approval.

Demo Supplies

Bring the complete Lunar Lifts demo kit, including all shipped product and shaker bottles.

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
- Four Star Demos apron, hat and name tag
- Table and clean tablecloth
- 2 ounce portion cups, gloves and napkins
- Scoop for each flavor if scoops are not included in the pouches
- Shaker bottles with lids to mix product and to serve the product – one for each flavor
- Ice bucket or bowl with sealed bags of bagged ice
- Chilled bottled water, Lucerne Lactose Free Whole Milk and bagged ice purchased in store as needed

DO NOT PURCHASE OTHER SUPPLIES IN STORE. IF THE KIT OR REQUIRED SUPPLIES ARE INCOMPLETE, TEXT KAREN BEFORE THE DEMO. IF YOU DO NOT HAVE MEASURING CUPS, YOU CAN USE 2 OZ PORTION CUPS.

Demo Set Up

- Set up the table in the location approved by store management, near the featured products when possible.
- Display both Lunar Lifts packages with labels facing Guests. Place additional bags of Lunar Lifts on the table for guests to take (recommend 6-8 bags of each).
- Display the required allergen sign. Both featured products contain dairy. Direct Guests to the package labels for complete allergen information.
- Keep personal items out of sight and store extra product and supplies neatly beneath the table at least 6 inches off the ground.
- Take a clear picture of the completed demo table before preparation begins.
- Wash hands at a designated handwashing sink and put on clean gloves before preparing samples.

Prepare Both Flavors

- Prepare both flavors and keep both available throughout the four-hour demo.
- For each flavor, add one level scoop of protein powder to 4 ounces of cold water and 4 ounces of cold milk for 8 ounces total. Follow the scoop and serving information on the current package label.
- Close the shaker securely and shake until the powder is completely blended. If two shakers are supplied, dedicate one to each flavor. If only one is supplied, wash, rinse and sanitize it before switching flavors.
- Transfer each prepared flavor to its own clean, labeled, covered pitcher or food-safe bottle. Never combine flavors.
- Taste each beverage with a clean single-use utensil. More milk creates a creamier drink; more water creates a lighter drink, but keep the total liquid at approximately 8 ounces per scoop.
- Prepare smaller batches as needed to maintain quality and minimize waste.

Cold Holding and Food Safety

Keep the milk and both mixed beverages cold on sealed bags of bagged ice throughout the demo. Keep containers covered between pours.

- Use only bagged ice for cold holding. Do not place unpackaged ice directly against the product or serving containers.
- Do not pre-pour samples. Discard any sample a Guest accepts but does not take.
- Use a dedicated container and scoop for each flavor to reduce cross-contact.
- Follow Time as a Public Health Control: record the time the milk leaves refrigeration and its four hour discard time. Discard it no later than four hours after removal, even when held on bagged ice.

Sampling Procedure

- Welcome each Guest, explain the two flavors and ask which they would like to try first.
- Tell the Guest the sample contains milk and ask permission before pouring.
- Shake or stir the selected beverage immediately before pouring. Pour 1 ounce into a clean 2 ounce portion cup and set it at the front of the demo station for the Guest to pick up.
- Share the product talking points while the Guest samples. Encourage the Guest to try the second flavor using a new cup.
- Ask which flavor the Guest prefers and invite them to purchase. Point out product on the table or direct them to the shelf.
- Never allow Guests to handle the shaker, pitcher, scoop or open demo product.

Clean Up and Wrap Up

- Stop preparing new batches early enough to minimize waste. Stop sampling at the scheduled end time.
- Discard all remaining mixed beverages and opened milk at the end of the demo. Do not save them for another store or another day.
- Wash, rinse and sanitize shaker bottles, pitchers, measuring tools and other food-contact equipment. Dry the shipped kit equipment before packing it.
- Clean the demo table and surrounding area. Return store-owned equipment to the designated supply area.
- Count and record ending inventory for both featured products.
- Purchase milk and any additional water used during the demo using the BILL Divvy card. Take a clear picture of the final receipt.
- Upload every receipt to the BILL Spend and 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, beginning and ending inventory, sales information and Guest feedback.
- Report out-of-stocks, approved substitutions, kit or equipment issues, preparation adjustments and food-safety concerns in the demo report.

IMPORTANT If product is out of stock, the shipped kit is incomplete, you have a question about purchases or substitutions, or you have a food-safety question, stop and contact Karen.