

DEMO INSTRUCTIONS

SIGNATURE SELECT POPCORN

The United Family of Stores

Featured Products

Featured Product	Size	UPC
Signature Select White Cheddar Popcorn	6.75 oz	071169244550
Signature Select Caramel Cheddar Popcorn	7 oz	021130799442
Signature Select Maple Popcorn	5.5 oz	021130339846
Signature Select Brown Butter Sage Popcorn	4.5 oz	021130362745

Flavor Profiles

- **White Cheddar:** Savory and cheesy with a tangy white cheddar finish and a light, crisp crunch.
- **Caramel Cheddar:** A sweet-and-savory combination that pairs caramel-coated popcorn with cheddar flavor for a classic snack mix experience.
- **Maple:** Sweet and cozy with maple-inspired flavor and a light crunch; a natural fit for fall, brunch and dessert-style snacking.
- **Brown Butter Sage:** Savory and aromatic with rich, toasted brown-butter notes and an herbaceous sage finish.

Approach & Conversation Starters

- “Hi! We have four Signature Select popcorn flavors today: White Cheddar, Caramel Cheddar, Maple, and Brown Butter Sage. Which would you like to try first?”
- Encourage guests to sample all four flavors, one at a time, and compare the sweet, savory and sweet-and-savory options.
- “Would you normally choose a classic cheesy popcorn, something sweet, or a more adventurous savory flavor?”
- “After you try them, tell me which flavor surprised you most and which one you would take home.”
- If a guest enjoys one flavor, suggest another for comparison: White Cheddar with Brown Butter Sage, or Maple with Caramel Cheddar.

Serving & Use Suggestions

- **Everyday snacking:** Enjoy straight from the bag for movie night, lunchboxes, road trips, game day or an easy afternoon snack.
- **Popcorn flight:** Serve small portions of all four flavors in separate bowls and invite friends or family to rank their favorites.
- **Snack board:** Add the popcorn to a board with nuts, pretzels, dried fruit, cheese, crackers and chocolate. White Cheddar and Brown Butter Sage fit especially well on savory boards; Maple and Caramel Cheddar complement dessert boards.
- **Soup or chili topper:** Use White Cheddar or Brown Butter Sage popcorn in place of croutons for a crunchy finish.
- **Salad crunch:** Add White Cheddar popcorn to a chopped salad, or try Brown Butter Sage on an autumn salad with apples, pecans and dried cranberries.
- **Dessert upgrade:** Sprinkle Maple popcorn over vanilla ice cream, bread pudding or baked apples. Pair Caramel Cheddar with brownies or chocolate treats for a sweet-and-salty contrast.
- **Seasonal entertaining:** Mix Maple popcorn with toasted pecans and dried cranberries, or serve Brown Butter Sage alongside a holiday cheese board.
- **Giftable mix:** Layer favorite flavors with pretzels, cereal, nuts or candies in a clear container for a simple host gift or party favor.

Check-In

- Immediately purchase one featured item to document your arrival time. Take a picture of the receipt and send Karen a selfie from the product shelf with the purchased item.
- Check in with the manager on duty or grocery department manager. Confirm the approved demo location.
- Locate all four featured products. Take a clear shelf photo of the full shelf and record the beginning inventory for each flavor before taking product to the demo table.
- Recommend displaying at least 6-8 bags of each available flavor on the table for guests to take.
- If any flavor is unavailable, promptly notify Karen and ask whether additional inventory is available in the back room. Do not substitute another item without approval.

Demo Supplies

DFW stores have a supply area where table and disposable supplies should be available.

- Table and tablecloth
- Apron, hat, allergen sign & food handler's card
- Gloves
- 2 oz portion cups

Demo Set Up

- Set up the table in the location approved by store management.
- Display all available featured bags with the product names and flavors facing guests.
- Keep each open flavor separate and clearly identifiable. Do not combine flavors in the same serving container.
- Keep unopened product and extra supplies organized beneath or behind the table. Keep personal items out of sight.
- Take a clear picture of the completed demo table before sampling begins. Make sure the allergen sign is facing guests during demo and for the picture.
- Wash hands in a designated handwash sink before beginning the demo.

Sampling Procedure

- Wear gloves and change them whenever needed.
- As each guest approaches, name all four available flavors and ask which one they would like to try first.
- Place approximately 2-3 pieces of one popcorn flavor into a 2 oz portion cup. Share flavor profiles and serving suggestions. Set the cup in front of the demo station for the guest to pick up.
- Ask for feedback and invite the guest to sample the remaining flavors. Serve each flavor separately so the guest can taste and compare it clearly. Use a fresh portion cup for each flavor.
- Ask which flavor is their favorite and what they liked about it.
- If the guest enjoys a flavor, invite them to take a bag from the display and let them know where the product is located in the store.
- Keep product packages available so guests can read ingredients and allergen information directly from the label. Do not make dietary or allergen claims that are not printed on the package.

Product Talking Points

- All four featured products are Signature Select popcorn varieties available at The United Family of Stores.
- The assortment offers a range of flavor experiences: classic savory White Cheddar, sweet-and-savory Caramel Cheddar, sweet Maple, and culinary-inspired Brown Butter Sage.
- The variety makes it easy to choose a flavor for everyday snacking, entertaining, seasonal gatherings or a themed snack board.
- Encourage guests to think beyond the snack bowl by using the popcorn as a crunchy topping or as part of a sweet or savory pairing.
- Ask guests which flavor they would serve for movie night, on a snack board or at a holiday gathering.

Clean Up & Wrap Up

- Stop sampling at the scheduled end time. Clean the demo area and leave it in the same or better condition than you found it.
- Return unopened, sellable product to the correct shelf location. Do not return opened product to the shelf.
- Count and record the ending inventory for each featured flavor, including unopened product returned to the shelf.
- Purchase the remaining featured products that were not purchased at check-in. Take clear pictures of the check-in and end-of-demo receipts.
- Complete the online demo report and upload the shelf photo, table photo, inventory, sales information, both receipts and guest feedback.
- Upload both receipts to the Bill Spend & Expense app. Make sure each receipt image is complete, readable and shows the store, date, time and total.