

FOUR STAR DEMOS

BRINGING BRANDS TO LIFE

REAL SHOPPERS. REAL STORES.
REAL RESULTS.

OWN BRANDS BREAKFAST DEMO INSTRUCTIONS

The United Family of Stores

Sample two warm breakfast favorites with Signature Select Original Syrup for dipping. Cook each product according to its own package temperature and verify the Pancake and Sausage on a Stick reaches 165°F before serving.

Featured Products

Blueberry Pancake and Sausage on a Stick	Cinnamon French Toast Bites	Original Syrup
		

Flavor Profiles

- Blueberry Pancake and Sausage on a Stick: A sweet and savory breakfast combination with blueberry-flavored chips surrounding pork and chicken sausage.
- Cinnamon French Toast Bites: Thick, fluffy, bite-size French toast pieces with warm cinnamon flavor.
- Original Syrup: A classic sweet syrup served as an optional dip for either breakfast item.

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Check In

- Check in with the Manager on Duty or department manager and ask where to set up, letting them know you will need access to an outlet.
- Ask where the featured frozen products and syrup are located. Take a clear shelf photo and record beginning inventory for each product.
- Purchase one featured item promptly for arrival verification. Keep frozen products frozen until preparation.
- Confirm access to an electrical outlet and test the outlet before setting up.
- Send the required shelf selfie to Karen after locating the products.

Demo Supplies

Bring from home (DFW should have equipment and disposable supplies in supply area)

- Table, table cloth, apron, hat, allergen sign & food handler's card
- Food thermometer
- Tongs
- Cutting board and knife
- Oven mitts
- Toothpicks (can purchase on Divvy card in store)
- Portion cups, gloves & napkins
- Aluminum foil (can purchase on Divvy card in store)

Demo Set Up

- Set up near the featured products when possible without blocking aisles, displays or freezer doors.
- Count opening inventory of all featured items.
- Display empty boxes, once available on your table & recommend at least 8 to 10 bottles of syrup for guests to take from you table. Take a picture of the demo station to upload to demo report.
- Wash hands in designated handwash sink.
- Line the toaster oven tray with foil. Keep the oven and hot tray safely behind the serving area and away from guests.

Cooking Sequence

The products require different oven temperatures. Do not cook the French Toast Bites at 375°F or guess at an extended cooking time. Demo the sausage for the first half of the demo and then switch to the bites. Complete the sausage product first, then raise the oven temperature for the bites.

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Prepare Pancake and Sausage on a Stick

- Preheat the toaster oven to 375°F.
- Place the frozen sticks on the foil-lined tray with space between them. Do not cook too many at once, but you want to continuously have samples, so begin cooking additional product as store traffic requires.
- Bake for 22 to 24 minutes.
- Use a clean, sanitized food thermometer to check the center of the sausage. Each stick must reach an internal temperature of 165°F before serving.
- If a stick has not reached 165°F, continue cooking and recheck before serving. Record temp on log.

Prepare Cinnamon French Toast Bites

- Increase the toaster oven temperature to 450°F and allow it to preheat fully.
- Prepare one-half box at a time.
- Arrange the frozen bites in a single layer on the foil-lined tray.
- Bake for 9 minutes, following the package directions.
- Prepare small batches throughout the demo so samples remain warm and appealing.

Sampling Procedure

- Cut or portion the prepared products into manageable bite-size samples if needed. Use a clean cutting board and knife.
- Place one sample in a portion cup. Use tongs; do not touch samples with bare hands.
- Offer a small amount of Signature Select Original Syrup in a portion cup for dipping. Serve with a toothpick.
- Tell guests which product they are receiving and advise them that samples are warm.
- Do not serve any sausage product that has not been verified at 165°F.
- Discard samples that have cooled below the approved holding temperature or exceeded the permitted holding time.

Approach and Conversation Starters

- Would you like to try a quick sweet-and-savory breakfast option or a cinnamon French toast bite?
- The Blueberry Pancake and Sausage on a Stick combines blueberry-flavored pancake coating with pork and chicken sausage.
- The Cinnamon French Toast Bites are thick, fluffy and easy to dip in Original Syrup.
- These frozen breakfast options are easy to keep on hand for busy mornings. The syrup can be served on the side so each person can choose how much to add.

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Product Talking Points

- Both frozen breakfast products are Signature Select items.
- The Blueberry Pancake and Sausage on a Stick offers breakfast on a stick for convenient serving.
- Each package contains six sticks and the front of the package identifies the product as air-fryer friendly.
- The Cinnamon French Toast Bites package contains about 25 bites and identifies the product as air-fryer friendly.
- The French Toast Bites contain no high-fructose corn syrup, as stated on the package.
- Signature Select Original Syrup is a familiar finishing touch and an optional dip for both products.

Food Safety

- Keep frozen products frozen until ready to cook. Do not thaw on the demo table.
- Follow all store food-safety requirements and Time as a Public Health Control procedures.
- Prevent cross-contact between uncooked frozen sausage items and ready-to-eat samples, utensils and surfaces.
- Use separate or fully washed, rinsed and sanitized utensils and surfaces after handling the frozen sausage product.
- Change gloves whenever contaminated and after touching packaging, equipment, phones or other non-food-contact items.
- Keep the food thermometer clean and sanitized between checks.

Clean Up and Wrap Up

- Stop preparing new batches early enough to complete the demo and cleanup on time, while making sure you have samples throughout your entire demo.
- Discard remaining prepared samples at the end of your demo.
- Clean and sanitize the toaster oven, tray, utensils and work area. Return store supplies to the proper location.
- Take a final shelf photo and record ending inventory and sales information for every featured product.
- Purchase any remaining required items and keep both the check-in and end-of-demo receipts.
- Upload receipts and photos to the online demo report and the Bill Spend and Expense app.
- Complete and submit the online demo report, including guest feedback, sales, inventory and any out-of-stock issues.