

OWN BRANDS BAGELS AND CREAM CHEESE

Three bagel varieties paired with two flavored cream cheese spreads

DEMO PLAN: Offer bite-size samples of Signature SELECT Bagels with Lucerne Cream Cheese Spreads. Keep all cream cheese refrigerated until needed, record Time as a Public Health Control, and hold opened containers on bagged ice. The Bagels are shelf stable & located in the main grocery aisle.

Featured Products and UPCs

Featured Product	Size	UPC
Signature SELECT Plain Bagels	6 ct	021130182343
Signature SELECT Everything Bagels	6 ct	021130182480
Signature SELECT Cinnamon Raisin Bagels	6 ct	021130182510
Lucerne Cream Cheese Spread with Strawberries	8 oz	021130043699
Lucerne Cream Cheese Spread with Garden Vegetables	8 oz	021130043675

Product Images

Use the UPCs above to confirm the correct products.



Signature SELECT
Plain Bagels



Signature SELECT
Everything Bagels



Signature SELECT
Cinnamon Raisin Bagels



Lucerne Garden Vegetable
Cream Cheese Spread



Lucerne Strawberry
Cream Cheese Spread

Flavor Profiles and Suggested Pairings

- **Plain Bagels:** Mild and versatile. Pair with Strawberry for a sweet sample or Garden Vegetable for a savory sample.
- **Everything Bagels:** Toasty, savory seasoning pairs especially well with Garden Vegetable Cream Cheese Spread.
- **Cinnamon Raisin Bagels:** Warm cinnamon and sweet raisin flavor pairs especially well with Strawberry Cream Cheese Spread.

Approach

- “Hi! We are sampling United Own Brands bagels with Lucerne flavored cream cheese spreads. Would you like to try a sweet or savory pairing?”
- “For a savory bite, try the Everything Bagel with Garden Vegetable Cream Cheese Spread.”
- “For a sweeter bite, try the Cinnamon Raisin Bagel with Strawberry Cream Cheese Spread.”
- Let guests know the Plain Bagel works with either spread and invite them to sample more than one pairing when traffic allows.
- After sampling, point out the five featured products and explain where they are located in the store.

Product Talking Points

- The demo features five Own Brands products available at The United Family of Stores.
- Signature SELECT Bagels come six to a package and are shelf stable.
- Lucerne Cream Cheese Spreads are ready to serve we are featuring two flavors: Strawberry and Garden Vegetable.
- The flavored spreads make it easy to create a sweet breakfast bite, savory snack or quick bagel meal without extra ingredients.
- Guests can mix and match the bagels and spreads at home based on their flavor preference.
- Direct guests to the package labels for complete ingredient, nutrition and allergen information.

Check In

- Immediately purchase one featured bagel item 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 & Expense app.
- Check in with store management and/or the appropriate department manager. Confirm the approved demo location, access to an outlet (recommend testing outlet before setting up) and access to the required sinks.
- Locate all five featured products. For the demo report, take a 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.
- If any featured product is unavailable, notify Karen promptly and ask store management whether additional inventory is available in the back room. Do not substitute without approval.

Demo Supplies

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
- Table and clean tablecloth
- Apron, hat and gloves
- Cutting board and bread knife
- Toaster oven & extension cord
- Two small spreaders or plastic knives, one dedicated to each cream cheese flavor
- A clamshell containers from food service for prepared bagel pieces
- 2 oz portion cups or cupcake liners and napkins
- Ice bucket or bowl with sealed bags of bagged ice
- Time as a Public Health Control log or labels and a pen

DO NOT PURCHASE ANY SUPPLIES IN STORE. IF YOU DO NOT HAVE THE NECESSARY SUPPLIES, PLEASE NOTIFY KAREN VIA TEXT BEFORE YOUR DEMO DATE.

Demo Set Up

- Set up the table in the location approved by store management, near the featured products when possible.
- Display the shelf-stable bagel packages on the table so guests can identify the products and read the labels. Keep unopened cream cheese refrigerated; display only an empty, clean cream cheese container if desired.
- Place enough bags of each bagel flavor (recommend 6-8) so guests can take them from your table.
- Display the required allergen sign. These products contain milk and wheat and may contain other allergens. Direct guests to each package label for complete allergen information.
- Keep personal items out of sight & store extra product & supplies neatly beneath the table 6 in off the ground.
- Before opening product, count and record the beginning inventory for all five featured products.
- Take a clear picture of the completed demo table before food preparation begins.
- **When cream cheese is removed from refrigeration, immediately write the date, time removed and four-hour discard time on the container or TAMP log. This is a health-code requirement.**
- Wash hands at a designated handwashing sink and put on clean gloves before handling ready-to-eat food.

Prepare the Samples

- **Cut one of each bagel in half. Toast the one half of each flavor in the toaster oven so we can offer guests choices (whichever flavor they want and toasted or not).**
- **Cut each bagel into eight bite-size wedges. If eight pieces are too small to hold the spread, cut the bagel into six pieces instead.**
- The toasted bagels can be returned to the toaster to keep warm. Place the untoasted pieces in a clear clamshell.
- **Suggested pairings: Everything with Garden Vegetable, Cinnamon Raisin with Strawberry, and Plain with either spread.**

Sampling Procedure

- As each guest approaches, share the available bagels & spreads.
- Ask guest which bagel they would like to try first & if they would like cream cheese, if so, which flavor.
- Spread the desired cream cheese flavor on the desired bagel flavor and place in portion cup or cupcake liner and set in front of demo station for guest to pick up. Never allow guests to serve themselves.
- If you hand a sample directly to a guest, change your gloves before preparing or serving another sample.
- Offer a second pairing and encourage guests to mix and match the flavors at home.
- Share product talking points and direct interested guests to the featured products.
- If guest enjoys the product, let them know they can take bagels directly from your table and let them know which aisle they are located on for a future purchase and where to find the cream cheese.

Cold Holding and Food Safety

- Keep both cream cheese spreads on sealed bags of bagged ice in an ice bucket or bowl throughout the demo. Keep containers covered between uses.
- Follow Time as a Public Health Control: record the time each cream cheese container leaves refrigeration and its four-hour discard time. Discard it no later than four hours after removal, even when held on bagged ice.

Clean Up and Wrap Up

- Stop sampling at the scheduled end time. Discard remaining prepared samples and any cream cheese that has reached its four-hour discard time.
- Clean the demo table and surrounding area.
- Return unopened, sellable bagels to their correct shelf locations.
- Count and record the ending inventory for all five featured products.
- Purchase all remaining opened demo products using the BILL Divvy card. Take a clear picture of the final receipt.
- Upload every receipt to the BILL Spend & Expense app and save the images for the demo report.
- Complete the online demo report with the check-in and final receipts, shelf photos, completed table photo, ending inventory, sales information and guest feedback.
- Report all out-of-stock products, approved substitutions and food-safety issues in the demo report.

IMPORTANT: If a product is out of stock, you have a question about substitutions, or you have a food-safety question, stop and contact Karen.