Hempler's Center Cut Bacon

Brookshire Grocery Company Demo Instructions



FEATURED PRODUCTS

Hempler's Original Center Cut Bacon — 20 oz
Item 59331
UPC 0 21834 03331 6
Hempler's Pepper Center Cut Bacon
UPC 021834033318
Keep refrigerated

Demo Objective

- Introduce guests to Hempler's thick, meaty center cut bacon and encourage purchase through a hot, freshly cooked sample.
- Keep the product display full and easy to shop throughout the demo.

Check In

- Check in with store management and confirm the approved demo location near an electrical outlet.
- Purchase one package of the featured bacon for arrival proof with the Divvy card. Upload receipt to Bill Spend & Expense app & save to upload to demo report. Purchase additional product needed for the demo at the end of the demo.
- Take one wide shelf photo showing the product and surrounding refrigerated set.
- Count and record beginning inventory before removing product for the demo.
- Take a selfie with the shelf behind you and send it to Karen. Do not upload the selfie to the demo report.

Time as a Public Health

- When product is removed from refrigeration, write on the package or on a log the date and time it was removed.

Demo Supplies

- Table & table cloth
- Electric skillet & extension cord
- Tongs, Food thermometer, oven mitts, cutting board & knife or kitchen shears for cooked bacon
- 2 oz sample cups and toothpicks
- Paper towels, napkins & gloves
- Apron, hat or hair restraint, food handler card and allergen sign
- Ice bucket, cooler or insulated bag for bagged ice to store open product between batches.

Demo Set Up

- Set up near electricity and tape the extension cord securely so it does not create a trip hazard.
- Sanitize the table and all food-contact surfaces before handling product.
- Keep unopened bacon refrigerated at 41°F or below until needed. Open only one package at a time.
- Place the skillet toward the back of the table, away from guests. Keep handles and cords fully behind the table edge.
- Create a clean, stable shelf fully beneath the table using baskets or milk crates for demo supplies. Keep the floor area clear.
- Place 2 floral arrangements on the table to make it look more appealing. Display allergen sign.
- Wash hands before putting on gloves. Change gloves whenever they become contaminated and after handling raw bacon, trash, personal items or money.

Preparing the Bacon

- Preheat the electric skillet or griddle to a medium setting. Do not use high heat; the thick slices need time to cook evenly.
- Using tongs, place bacon in a single layer without crowding. Cook in small batches and turn as needed until browned, crisp and fully cooked with no raw appearance.
- Follow the package directions whenever they differ from these general instructions.
- Move cooked bacon to a clean paper-towel-lined tray using clean utensils. Never place cooked bacon on a surface or tray that held raw bacon.
- Before serving, verify the bacon has reached at least 145°F for 15 seconds. Maintain hot samples at 135°F or above, or prepare small batches for immediate service.
- Cut cooked strips into bite-sized pieces with clean kitchen shears or a clean knife and cutting board. Aim for one generous bite per sample.

Sampling Procedure

- Place one hot bite-sized piece of bacon in each 2 oz sample cup.
- Add one toothpick or small fork. Guests should not touch the food or serving utensils.
- Offer samples as they are prepared. Do not allow samples to sit out or cool below 135°F.
- Discard any sample that has been handled, contaminated or held outside safe temperature control.
- Continue cooking in small batches so the bacon stays fresh and the table remains clean and manageable.
- Do not leave the skillet unattended. Monitor grease buildup and carefully drain only when the appliance is off and the grease can be handled safely.

Approach

- Invite guests with a simple question such as, “Would you like to try Hempler's Center Cut Bacon?”
- Offer one hot bite-sized piece in a 2 oz sample cup with a toothpick or small fork.
- Share two or three product talking points, then direct interested guests to the refrigerated bacon display.

Product Talking Points

- Hardwood smoked for a rich aroma and savory flavor.
- Center cut and thick cut for a hearty, meaty bite.
- Made from specially selected, lean pork bellies using a Hempler family recipe.
- 30% leaner than traditional bacon, making it especially meaty.
- Includes rib meat, prized as a flavorful and tender portion of the pork belly.
- A versatile choice for breakfast, sandwiches, burgers, salads, baked potatoes and recipes.

Food Safety Reminders

- Keep raw bacon and its utensils completely separate from cooked bacon and ready-to-eat samples.
- Use a clean, sanitized thermometer and sanitize the probe before and after every temperature check.
- Keep raw product at 41°F or below and hot cooked samples at 135°F or above.
- Never reuse a glove or utensil that touched raw bacon for cooked bacon or sample service.
- Clean grease splatters promptly and keep the guest side of the table dry and free of hazards.

Clean Up and Wrap Up

- Stop cooking early enough to complete cleanup before the scheduled end time.
- Turn off and unplug the skillet. Allow grease and equipment to cool in a protected area before handling or packing.
- Discard remaining cooked samples and any opened product that cannot be safely retained. Do not return opened product to the shelf.
- Clean and sanitize the demo area, appliance exterior and all food-contact surfaces. Leave the area cleaner than you found it.
- Count and record ending inventory.
- Purchase the remaining product used for the demo and any approved store-purchased supplies at the end of the demo.
- Upload the check-in receipt, ending receipt, table photo and shelf photos to the demo report.
- Upload both receipts and required expense documentation to the Bill Spend and Expense app.