

IN-STORE SAMPLING GUIDE

Ron's Homestyle Foods Dips

Brookshire Grocery Company / Reasor's Market



DEMO FOCUS: Invite each guest to choose a flavor, serve one dip at a time with a plain potato or tortilla chip, ask for feedback, and offer another flavor.

Product Lineup & UPCs

Product	UPC
Ron's Spinach Artichoke Dip	0 96938 90024 6
Ron's Bacon Cheddar Ranch Dip	0 96938 90019 2
Ron's Creamy Onion Dip	0 96938 90023 9
Ron's Buffalo Chicken Dip	0 96938 90022 2
Ron's Dill Pickle Ranch Dip	0 96938 90020 8

Flavor Profiles & Serving Suggestions

Spinach Artichoke Dip

- Flavor:** Creamy, savory and vegetable-forward, with the familiar pairing of spinach and artichoke.
- Serve it:** Serve with pita chips, toasted baguette slices, crackers or fresh vegetables; also works as a sandwich or wrap spread.

Bacon Cheddar Ranch Dip

- Flavor:** Rich and savory, pairing smoky bacon and cheddar flavor with a tangy ranch-style finish.
- Serve it:** Serve with potato chips, pretzels, crackers, celery or mini peppers; try it as a burger, baked potato or sandwich topping.

Creamy Onion Dip

- Flavor:** Smooth, creamy and deeply savory with classic onion-dip flavor.
- Serve it:** A natural match for ridged potato chips, pretzels and raw vegetables; also useful as a spread for burgers, sandwiches or wraps.

Buffalo Chicken Dip

- Flavor:** Bold, tangy and savory with buffalo-style heat and chicken flavor.
- Serve it:** Serve with tortilla chips, crackers, celery or carrots; use as a filling for wraps, sliders or stuffed potatoes.

Dill Pickle Ranch Dip

- Flavor:** Cool and creamy with tangy dill-pickle flavor and ranch-style herbs.
- Serve it:** Serve with potato chips, pretzels, crackers, cucumbers or celery; spread on sandwiches, wraps or burgers.

What to Bring From Home

- Table and tablecloth
- Apron and hat
- Current food handler's card
- Ice bucket or bowl for bagged ice
- Portion cups
- Plastic spoons
- Gloves and napkins
- Allergen sign
- Pen or marker for the Time as a Public Health log

Arrival & Store Check-In

- Go directly to the deli department. Take a shelf selfie with the Ron's products and text it to Karen (do not upload the selfie to the demo report).
- Take a clear shelf photo to upload to the demo report.
- Purchase one container of Ron's dip on the Divvy card so the receipt documents your arrival time. Upload the receipt to the Bill Spend & Expense app and save it for the demo report.
 - Mark on the container the date & time removed from refrigeration or on the Time as Public Health log.
- Go to the Front Service Desk, ask for a manager to check in, and ask where to set up.
- Count and record opening inventory by flavor before the demo begins.

Demo Set-Up

- Cover the table completely with the tablecloth.
- Place the opened dip container in the ice bucket or bowl on bagged ice. Keep the container surrounded by ice throughout the demo.
- Write the date & time the product was removed from refrigeration on the container or Time as a Public Health log.
- Display the allergen sign. Arrange portion cups, chips, plastic spoons, napkins and gloves neatly.
- Keep refrigerated retail product off the tabletop. Direct guests to the refrigerated deli case.
- Take a clear photo of the completed demo station before sampling begins.
- Wash hands in a designated handwash sink.

Sampling Procedure

- Ask the guest which flavor they would like to try first.
- Use a clean spoon to place a spoonful of the selected dip in a portion cup, then add one plain potato chip or tortilla chip. Place the sample at the front of the demo station for the guest to pick up.
- Share the flavor profile and a serving suggestion while the guest samples.
- Ask for feedback and offer another flavor, using a new portion cup, chip and spoon.
- If the guest enjoys the product, point out where Ron's dips are located in the refrigerated deli case.

SAMPLING NOTE: Serve at least 2 flavors at a time (up to 3). Make sure you sample all flavors during the demo, allowing each flavor at least one hour of sampling. Stop sampling from a container that has been open for 2 hours, selecting a new flavor (or a new container of the same flavor) to sample.

Conversation Starters

- "Which sounds best today—classic and savory, smoky and cheesy, spicy, or tangy pickle?"
- "Would you serve this with chips and vegetables, or use it as a sandwich or burger spread?"
- "Would you like to compare it with another Ron's flavor?"

Key Selling Points

- Ready-to-eat refrigerated dips and spreads for easy snacking and entertaining.
- Five flavor choices ranging from familiar and savory to smoky, spicy and tangy.
- Convenient for parties, game day, lunches, snacks and quick meal add-ons.
- Ron's describes its dips and spreads as traditional recipes; many products are produced in small batches and made by hand.

Food Safety: Time as a Public Health Control

- Wash hands thoroughly at the designated handwashing sink before handling food or supplies.
- Wear gloves when preparing and serving samples. Change gloves whenever they become contaminated and after touching non-food items.
- Keep all opened dip containers on bagged ice throughout the demo.
- Record the date and exact time each container is removed from refrigeration.
- Discard any product remaining in an opened sampling container after 2 hours. Open and time-label a fresh container if more product is needed.
- Keep the demo station clean and organized. Never return opened sample product to the shelf.

Bagged Ice

- Use only bagged ice.
- Keep the opened dip container nested in the ice so the product stays cold; prevent meltwater from entering the container.

Clean Up & Wrap Up

- Count and record closing inventory by flavor.
- Clean demo area & pack all supplies.
- Purchase any product opened for sampling (except item purchased at check in) using the Divvy. Save & upload receipt to Bill Spend & Expense app and the demo report.
- Complete the online demo report. Upload the shelf photo, table photo, required guest-engagement photos, receipts, opening and closing inventory by flavor, samples served, sales and guest feedback.

BEFORE SUBMITTING: Make sure the demo report includes clear photos, all receipts, inventory by flavor, and specific guest comments—not only “they liked it.”