

NEBRASKA HARVEST DEMO INSTRUCTIONS

Spec’s – Taco Meat & Sloppy Joe

DEMO PLAN: Cook and serve Taco Meat for the first 2 hours, then Sloppy Joe for the final 2 hours. Serve each flavor warm in a Tostitos Scoop. Purchase all product and chips used for sampling.

Featured Products and UPCs

Featured Product	Size	UPC
Nebraska Harvest Taco Meat	16 oz	016165849019
Nebraska Harvest Sloppy Joe	16 oz	016165849040



Flavor Profiles

- Taco Meat: Bold taco seasoning in ground pork; serve warm in a crunchy Tostitos Scoop.
- Sloppy Joe: Tangy, savory seasoning in ground pork; serve warm in a crunchy Tostitos Scoop.

Approach

- Start with: “Would you like to try Nebraska Harvest Pre-Seasoned Taco Meat?” During the second half, say: “Would you like to try Nebraska Harvest Sloppy Joe?”
- Focus on Affordable, Convenient and Flavor. After sampling, ask what the guest thinks of the flavor and point out the product location and current shelf price.
- Lead with the product name. Keep the package label visible. Both products are seasoned ground pork; clearly answer ingredient questions and tell guests who mention avoiding pork before offering a sample.
 - Nebraska Harvest does not want you to introduce their product as seasoned ground pork, which is clearly labeled on the product but rather sharing the type of product (i.e. Taco Meat or Sloppy Joe).

Product Talking Points

- Affordable: A value-focused option for family meals. Use the actual Spec’s shelf price; do not quote unverified savings or sale prices.
- Convenient: Already seasoned and ready to cook—an easy starting point for dinner. This is raw meat and must be cooked thoroughly.
- Flavor: Taco Meat brings bold taco flavor; Sloppy Joe offers a tangy, savory option.
- Meal ideas: Use Taco Meat in tacos, nachos, burritos or salads. Use Sloppy Joe in sandwiches, stuffed peppers, chili or baked potatoes.

Check In

- Purchase one featured item using the BILL Divvy card to document arrival. Photograph the receipt and upload it to BILL Spend & Expense. Keep the meat cold immediately after purchase.
- Check in with store management. Confirm the demo location, approved electrical outlet, handwashing sink and approved equipment-washing area.
- Locate both flavors and Tostitos Scoops. Take a wide shelf photo showing product availability and prices. Notify Karen of missing product; do not substitute without approval.
- Send Karen the required selfie with the product shelf visible. Do not upload the selfie to the demo report.
- Count and record beginning inventory for each flavor before removing demo product. Reserve enough for sampling while leaving sellable product available for guests.

Demo Supplies

- Electric skillet with lid and suitable extension cord; heat-safe trivet or protective mat
- Table, clean tablecloth, apron, hat and current food handler card
- Allergen sign, disposable gloves, 2 oz portion cups, napkins and sample forks
- Cutting board, knife, tongs, cooking spatula and separate clean serving spoon
- Digital probe food thermometer and probe sanitizing supplies
- Cooler with ice packs or sealed bagged ice; leakproof container for raw meat
- Food-safe covered container for chips; clean tray for prepared samples
- Trash bags, marker and temperature log; phone for photos and reportin
- Purchase Nebraska Harvest product and Tostitos Scoops used for the demo. Bring equipment and reusable supplies from home. Contact Karen before the demo if anything is missing; obtain approval before buying additional supplies.

Demo Set Up

- Set up where management approves. Secure the cord away from foot traffic and keep the hot skillet out of guests' reach.
- Display clean, empty product packages or product images. Keep all raw meat refrigerated or in the cooler at 40°F or below; do not display raw packages at room temperature.
- Display the allergen sign. Read the current labels for both meats and Tostitos Scoops and identify any declared allergens. Keep labels available; do not make unverified allergen or dietary claims.
- Create separate areas for raw meat, cooking and ready-to-eat samples. Keep raw-meat tools away from chips and finished samples.
- You will be cooking an entire package of taco meat at one time – record date/time when removed from refrigeration. Do not remove the sloppy joe from refrigeration until ready to cook.
- Take a picture of your table for the demo report. Keep personal items and extra supplies neatly beneath the table.
- Wash hands and put on clean gloves before handling ready-to-eat food.

Cooking and Two Hour Rotation

- First 2 hours: Taco Meat. Final 2 hours: Sloppy Joe. Note the switch time based on your scheduled four-hour demo.
- Follow the package cooking directions. Place raw meat in the electric skillet and break it into small crumbles with the cooking spatula. Do not add seasoning or sauce unless the package directs it.
- Cook ground pork to at least 160°F throughout, checking several areas with a clean probe thermometer. Do not judge doneness by color. Record cooking temperatures. **SAVE TIME/TEMP LOG & UPLOAD TO THE DEMO REPORT & TEXT TO KAREN IMMEDIATELY UPON COMPLETION OF YOUR DEMO.**
- Keep cooked meat at 140°F or above while serving. Check and record holding temperatures regularly. Keep uncooked product at 40°F or below.
- At the flavor change, finish or discard the first flavor. Wash, rinse and sanitize the skillet, tools and food-contact surfaces before preparing Sloppy Joe. Follow equipment directions and avoid putting cold water into a hot skillet.
- Keep raw-meat utensils separate from serving utensils. Wash hands and change gloves after handling raw meat or its packaging. Clean and sanitize the thermometer between checks.

Sampling Procedure

- Use clean tongs or gloved hands to place one Tostitos Scoop into a portion cup. Add about 1 teaspoon of fully cooked meat, adjusting so it stays inside the chip.
- Prepare samples only as guest approaches table, so the chip stays crisp and the meat is served warm. Do not leave filled samples sitting on the table.
- Provide a napkin and sample fork. Set the sample down for the guest to pick up; do not let guests serve themselves from the skillet or chip container.
- Use the opening for the flavor currently being served. Share the affordability, convenience and flavor message, then direct interested guests to the product.
- Discard samples guests touch or leave behind. If safe temperatures cannot be maintained, stop sampling and contact Karen.

Clean Up and Wrap Up

- Stop sampling at the scheduled end time. Discard leftover cooked meat and prepared samples; do not return opened raw meat to the sales case.
- Count and record ending inventory for each flavor. Purchase all remaining product and chips used for the demo with the BILL Divvy card. Do not pay twice for the item purchased at check-in.
- Photograph the final receipt and upload every receipt to BILL Spend & Expense and the demo report.
- Unplug and cool the skillet safely. Clean and sanitize equipment and surfaces, remove trash as directed, and leave the area clean.
- Complete the demo report with table and shelf photos, check-in and final receipts, samples and sales by flavor, inventory, guest feedback and any issues.

IMPORTANT: For out-of-stock product, substitutions, equipment problems or food-safety questions, stop and contact Karen.

Reference Information

Brand: <https://www.fremontbeef.com/nebraska-harvest>

Food safety: <https://www.fsis.usda.gov/food-safety/safe-food-handling-and-preparation/food-safety-basics/steps-keep-food-safe>