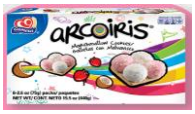
GAMESA COOKIES

Brookshire Grocery Company DEMO INSTRUCTIONS

Featured Products

Product	UPC	Flavor Profile	Package
Gamesa Arcoiris	686700101324	Arcoiris® reinvented the cookie concept: use your imagination—the sky is the limit. Four cloud-like strawberry-flavored marshmallows with crispy coconut flakes sit on a crunchy cookie base for an out-of-this-world experience.	
Gamesa Emperador Lemon	686700101348	A lemon-flavored sandwich cookie from Emperador®, Gamesa's bold and delicious sandwich-cookie line.	
Gamesa Ricanelas	686700090444	Cinnamon-flavored cookies from Gamesa Clásicas®, a line inspired by familiar, traditional cookie flavors.	
Gamesa Animalitos	686700032673	Animal-shaped cookies in a fun, shareable style.	

SERVING METHOD
Break each cookie in half and offer one half-cookie per sample. Let each guest choose a variety.

About Gamesa and Key Talking Points

- Offer four different cookie styles: strawberry marshmallow, lemon sandwich, cinnamon and animal-shaped cookies.
- Arcoiris® pairs strawberry-flavored marshmallows and crispy coconut flakes with a crunchy cookie base for a colorful, out-of-this-world treat.
- Emperador® is Gamesa's signature sandwich-cookie line, with a lemon-flavored option.
- Ricanelas brings cinnamon flavor to Gamesa Clásicas® and its traditional cookie selection.

Ways to Enjoy Gamesa Cookies

Cookie	Serving or at-home idea
Arcoiris	Crumble over vanilla yogurt, pudding, or a fruit parfait. Its strawberry marshmallows, coconut flakes, and crunchy cookie base give it several textures already. gamesacookies.com
Emperador Lemon	Pair with fresh berries, or crush for a lemon dessert cup or cheesecake crust.
Ricanelas	Crumble over baked apples or vanilla ice cream; cinnamon makes it a natural fit.
Animalitos	Use as a playful topping for pudding or ice cream, or decorate cupcakes with them.

Approach

- Invite guests to sample: "Would you like to try one of the Gamesa cookies? We have four varieties today."
- Ask which style sounds appealing and offer the guest's choice. Mention the flavor and texture shown on the package.
- Ask for feedback and if guest would like to try another flavor.
- If the guest likes the cookie, invite them to take a package from the table and point out where to find more in the store.

Check-In & Product Purchase

- Check in with the Manager on Duty or Department Manager, confirm table placement and complete the store sign-in process.
- Using Divvy, purchase one package of a featured product for check-in. Upload the receipt to Bill Spend & Expense and save it for the demo report.
- Take a selfie by the Gamesa shelf and immediately text it to Karen. Take a clear, wide shelf photo showing as much of the display as possible for the report. Do not include the selfie in the report.
- Count and record beginning inventory for all four varieties before setting up.

Demo Supplies

- Table, tablecloth, apron, hat, Food Handler's Card and allergen sign
- Disposable napkins and gloves
- Purchase the Gamesa products in the store as described above; bring all other required demo supplies from home.

Demo Set Up

- Set up where the store contact directs you. Display all four varieties together and clearly facing guests.
- When available, display 6–8 packages of each variety on the table so guests can take a package after sampling. Replenish as needed.
- Keep product packages close by so guests can review ingredient and allergen information.
- Take a photo of the demo station before washing your hands and text it to Karen.

Preparing & Serving Samples

- Wash hands at the designated handwashing sink. Put on fresh gloves before handling cookies and change them whenever contaminated.
- Open the packages needed for sampling. Keep each package with its cookies so the ingredients and allergen statement remain available.
- As guest approaches, ask which cookie they would like to try first. Break desired cookie in half and set on a napkin in front of demo station for guest to pick up.
- Ask for feedback and if guest would like to try another flavor.
- If the guest likes the cookie, invite them to take a package from the table and point out where to find more in the store.

Food Safety & Cross-Contact

- Display the allergen sign and direct guests to the product package for ingredient and allergen details.
- Do not guess or make allergen-free claims. If you are unsure, ask the guest to check the package label.
- Keep each variety separate while serving and use fresh gloves whenever they become contaminated.

Clean Up & Wrap Up

- Stop serving early enough to clean the demo area and return it to the condition in which you found it.
- Count and record closing inventory for each variety. Return unopened sellable packages to the shelf and dispose of opened samples appropriately.
- Using Divvy, purchase all packages opened for sampling, excluding the package purchased at check-in. Upload the closing receipt to Bill Spend & Expense and save it for the demo report.
- Take the required closing shelf or end-display photo. Complete the store sign-out process and submit the online demo report with required photos, receipts, inventory and guest feedback.