Lady Bird Sodas

Brookshire Grocery Company Demo Instructions

Featured Products

Flavor	6-Pack UPC
Prickly Pear (Cactus Pear)	850044615285
Pomelo (Grapefruit)	850044615261
Tejas Cola	850044615223
Lemon Lime	850044615247

Sample the flavors available and create a strong, shop-from-the-table display using the 6 packs.

Demo Objective

Introduce Guests to Lady Bird Sodas, an Austin-born, better-for-you soda with bold flavor, low sugar, and clean ingredients—without compromise.

- Drive trial by highlighting the Texas-inspired flavors, crisp taste, low calories, low sugar, and prebiotic fiber.
- Help each Guest find a favorite flavor and make it easy to purchase directly from the demo table.

Check-In

- Check in with the Store Director or Manager on Duty and let them know you are conducting a Lady Bird Sodas demo.
- Locate the product and confirm which flavors and package types are available: 6-packs, individual cans, or both.
- Take one wide shelf photo showing as much of the Lady Bird display and surrounding shelf as possible—not a close-up.
- Count and record beginning inventory by flavor and package type.
- Take a selfie with the Lady Bird shelf behind you and text it to Karen. Do not upload the selfie to the demo report.
- Purchase one sellable item for check-in using the Divvy card. Save and photograph the receipt.
- Upload the check-in receipt to both the demo report and Bill Spend & Expense app.

Demo Supplies

- Four Star apron, hat, food handler's card & allergen sign
- Table & tablecloth
- Large ice bucket or beverage tub for bagged ice
- 2 oz portion cups, beverage napkins & gloves

Demo Set Up

- Set up near the Lady Bird shelf when possible, in a clean, stable location that does not block shopping traffic.
- Place the allergen sign where Guests can easily see it.
- Immediately begin chilling at least two cans of each available flavor in a freezer area while you set up.
- Build a full, attractive display with every available flavor facing forward.
- Display enough sellable product for Guests to take immediately after sampling. Replenish the table throughout the demo so the display stays full.
- If the store sells 6-packs, display at least 3–4 of each available flavor when inventory and table space allow.
- Create a clean, stable shelf fully beneath the table using baskets or milk crates for demo supplies and extra product. Do not place supplies or product directly on the floor.
- Obtain bagged ice from the market dept, produce bags with ice from the café ice machine or purchase ice on the Divvy card.
- Take a photo of the completed demo station before sampling begins.

Table Set-Up Examples

This photo shows how to create a full, shop-from-the-table display with 6-packs.

Example: 6-pack display

Sampling Procedure

- Wash hands in a designated handwashing sink. Wear gloves when handling cups and change gloves whenever they become contaminated.
- Open one chilled can of each flavor. Keep unopened cans cold on bagged ice.
- Ask the Guest which flavor they would like to try first.
- Pour approximately 1 oz into a 2 oz portion cup as the Guest approaches. Do not pre-pour; fresh pours preserve carbonation and quality.
- Use a new cup for every flavor and every Guest.
- Share key talking points while the Guest tastes, then offer another available flavor.
- Ask, “Which one is your favorite?” and encourage the Guest to take the product directly from the table.

Key line: “Would you like to try a Texas-made soda with only 4–6 grams of sugar?”

Approach

- Invite Guests to try a Texas-made soda with only 4–6 grams of sugar.
- Ask which flavor they normally enjoy, then recommend a flavor profile that fits their preference.
- Encourage Guests to sample more than one flavor and ask which is their favorite.

About Lady Bird Sodas

Lady Bird Soda Co. was founded in Austin, Texas, with a mission to create a soda that does not sacrifice taste for health. Inspired by the Texas Hill Country and Lady Bird Lake, the brand reflects movement, community, and mindful living.

- 30–40 calories and 4–6 grams of sugar per can
- 2 grams of prebiotic fiber per can
- Made with natural ingredients; Non-GMO, gluten-free, vegan, and kosher
- Sweetened with a blend of natural sugar and stevia for balanced sweetness

Customer Engagement

- “This is a healthier soda — low sugar but still full flavor”
- “Most people are surprised how good it tastes for only 30 calories”
- “Which flavors do you usually like? I can recommend one”
- “These are great as mixers too if you like cocktails”
- “It’s lightly sweetened with real sugar and stevia — most people are surprised how smooth it tastes.”
- “These are right here — feel free to grab one while you’re here!”

Flavor Profiles

Flavor	What It Tastes Like
Prickly Pear	Light, subtly sweet, slightly floral, and refreshing without being overly sugary.
Pomelo	Bright, slightly tart, and refreshing; a good choice for sparkling-water and citrus-soda drinkers.
Tejas Cola	Classic cola flavor with a smoother, lighter finish that is less syrupy than traditional cola.
Lemon Lime	Clean, crisp citrus with a familiar but elevated lemon-lime taste.

Product Talking Points

- Only 4–6 grams of sugar compared with many traditional sodas that contain 30–40 grams.
- Only 30–40 calories per can.
- Made with natural ingredients and 2 grams of prebiotic fiber.
- Crisp and refreshing—not heavy or syrupy.
- Austin-born and proudly Texas-made.
- Enjoy it on its own or use it as a cocktail or mocktail mixer.

Sweetener Talking Points

Lead with low sugar, great taste, and the Texas brand. Discuss stevia only if a Guest asks or after the Guest has tasted the soda.

- “They use a small amount of real sugar plus stevia to keep the calories low while maintaining great flavor.”
- “It is not zero sugar—it is simply much lower in sugar than traditional soda.”
- “The real sugar and stevia are blended for a clean, balanced taste that is not overly sweet.”
- If a Guest says they do not like stevia: “That is completely fair. This blend is designed to be balanced and smooth—would you like a quick taste to see what you think?”

Clean Up & Wrap Up

- Stop serving with enough time to clean the station and complete the demo report.
- Return unopened sellable product to the shelf.
- Count and record ending inventory by flavor and package type.
- Purchase all remaining items opened for sampling that were not purchased at check-in using the Divvy card.
- Take a clear photo of the ending receipt.
- Upload the check-in and ending receipts to both the demo report and Bill Spend & Expense app.
- Submit the demo report with the wide shelf photo, completed table photo, receipts, sales, inventory, Guest comments, and all other required information.
- Clean the demo area and dispose of all trash.

Important: If product cannot be located, inventory is insufficient, the product sells out, or store management requests a change, contact Karen before changing the demo plan.