

Mickelberry Gardens Honey Tonics

United Family of Stores Demo Instructions



Elderberry Honey Tonic 8 oz
UPC 852906004015



Fire Cider Honey Tonic 8 oz
UPC 852906004244

Demo kit: Sent to the Store Director's attention and includes sample product for this demo. Do not purchase product for sampling unless Karen gives approval.

Before the Demo

- Watch the training videos before arriving so you can clearly explain what an oxymel is and how guests may use the tonics.
- Their Story: <https://www.youtube.com/watch?v=EjxHJCNaiEc>
- Herbal Honey Tonics and Oxymels: https://www.youtube.com/watch?v=Zu4w_NwLAgk
- Oxymel Overview: <https://mickelberrygardens.com/pages/all-about-oxymels>
- Product Training: <http://links.mickelberrygardens.com/retailer-training>

Approach

- Invite guests to try Mickelberry Gardens Honey Tonics—raw oxymels made with raw Pacific Northwest honey, raw apple cider vinegar, and herbs.
- Ask whether the guest prefers a sweet berry flavor or a bold, savory, spicy flavor, then recommend Elderberry or Fire Cider.
- Encourage interested guests to try both products, using a new cup for each flavor.
- Use supportive wellness language from these instructions. Do not say that the products diagnose, treat, cure, or prevent disease.

Check In

- Check in with the Store Director or Manager on Duty and ask for the Mickelberry Gardens demo kit sent to the Store Director's attention.
- Confirm the kit contains sample product. If the kit cannot be located or is incomplete, contact Karen before purchasing or opening retail product.
- Have Manager sign Clock In/Out Form for check in. If you do not have a printed form, you may use a blank sheet of paper that will need to include Store, Date, Time, Store Director Name & Signature. Save and upload to the demo report.
- Locate both retail products. Take one wide shelf photo showing as much of the shelf and surrounding section as possible—not a close-up.
- Count and record beginning inventory for each product.
- Take a selfie with the product shelf behind you and text it to Karen. Do not upload the selfie to the demo report.

Demo Supplies

DFW stores have a supply area with tables, equipment and disposable supplies. For all other stores, bring all supplies from home.

- From the demo kit: sample bottles and any provided marketing materials
- Table cloth, apron, hat, food handler's card, and allergen sign
- Gloves, 2 oz portion cups, and beverage napkins

Demo Set Up

- Set up in the approved location and keep the station clean, stable, and easy for guests to approach.
- Display the allergen sign and any approved Mickelberry Gardens marketing materials from the kit.
- Recommend displaying at least 6–8 retail bottles of each product on the table so guests can take a bottle immediately after sampling. Replenish as needed.
- Keep sample bottles behind the serving area. Do not allow guests to handle the open bottles.
- Take a clear photo of the completed demo station before sampling begins.
- Wash hands in a designated handwashing sink.

Sampling Procedure

- Shake each bottle well before opening and periodically throughout the demo. Natural ingredients may settle.
- Open both sample bottles so both products are available throughout the demo.
- Pour approximately 1 teaspoon into a 2 oz portion cup. Do not pre-pour large quantities; prepare samples as guests approach.
- Place the cup at the front of the table for the guest to pick up. Use a new cup for every flavor and every guest.
- Tell guests that Fire Cider is spicy before they taste it. Offer Elderberry first to guests who prefer a milder, sweeter sample.
- Keep bottle rims and caps clean. Close bottles when stepping away from the table.

Flavor Profiles

Product	What It Tastes Like	How Guests Can Use It
Elderberry	Sweet like honey with a tart apple cider vinegar zing, berry flavor, and thick, syrupy texture.	By the spoonful or added to warm water, tea, or sparkling water.
Fire Cider	Savory, pungent, complex, and spicy, with honey balancing the apple cider vinegar.	By the spoonful or added to salad dressings, sauces, soups, and sautés for a flavor kick.

Product Talking Points**About Mickelberry Gardens**

- Mickelberry Gardens began with husband-and-wife founders Matt and Madelyn and their backyard beekeeping in Portland, Oregon.
- The company crafts honey tonics with raw Pacific Northwest honey, raw apple cider vinegar, and carefully sourced herbs.
- The tonics are oxymels—a traditional combination of honey and vinegar used as a flavorful way to enjoy herbs.
- The products are made in a GMP-compliant facility that the company states is free of all major allergens, including gluten.

Elderberry Honey Tonic

- Made with raw Pacific Northwest honey, raw apple cider vinegar, organic black elderberries, organic echinacea tops, and bee propolis.
- Designed as a gentle, everyday herbal formula that supports healthy immune function.
- A family-friendly flavor; remind guests that raw honey should not be given to children under 1 year of age.
- The 8 oz bottle contains approximately 48 teaspoon-size servings.

Fire Cider Honey Tonic

- Mickelberry Gardens' version of the traditional fire cider folk remedy.
- Made with raw apple cider vinegar, raw Pacific Northwest honey, and certified organic onion, garlic, ginger, chili pepper, horseradish, dandelion leaf, and turmeric root.
- Bold and versatile—guests may take it by the spoonful or use it as a savory ingredient.
- The 8 oz bottle contains approximately 48 teaspoon-size servings.

Clean Up and Wrap Up

- Stop serving with enough time to clean the station and complete the demo report.
- Return unopened retail display bottles to the shelf. Follow store direction for any unopened sample product remaining from the kit.
- Count and record ending inventory for each product.
- Have Manager sign Clock In/Out Form for check out. If you do not have a printed form, you may use a blank sheet of paper that will need to include Store, Date, Time, Store Director Name & Signature. Save and upload to the demo report.
- Upload the table photo, wide shelf photos, forms, sales, ending inventory, guest comments, and all other required report information.
- Leave the area clean.

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