

FOUR STAR DEMOS
BRINGING BRANDS TO LIFE

FRESH BAKED PUMPKIN CREAM CHEESE CAKE

Demo Instructions | Brookshire Grocery Company Bakery

Featured Product

Product	UPC	Product Description
Fresh Baked Pumpkin Cream Cheese Cake	2223105009992	A bakery-exclusive seasonal cake made with cream cheese, cinnamon and streusel.

What makes it special: The baking mix is delivered to the store's FRESH department and the cake is baked fresh in-house. It is available only at Brookshire's.

Approach

- Invite guests to try a bite of Brookshire's fresh-baked seasonal cake.
- As you serve, share that the cake is baked fresh in the store bakery and features pumpkin flavor with cream cheese, cinnamon and streusel.
- Point out the Brookshire's-logo cakes available for purchase and direct guests to the bakery display.

Check-In

- Arrive on time in full, clean demo attire and check in with the bakery manager or manager on duty.
- Use the required sign-in and sign-out form. Sign in before beginning setup and sign out only after cleanup is complete.
- Confirm where the bakery wants the demo table placed. Set up near the cake display whenever possible.
- Confirm that the bakery has prepared the larger sheet-pan cake for sampling and Brookshire's-logo cakes for guests to purchase.
- Ask the bakery team where the sample cake should remain refrigerated and where cutting, handwashing and cleanup should take place.
- If the cake, purchase inventory or approved demo location is not ready, contact your Four Star Demos representative before proceeding.

Sample product has been provided to the store, so you will not need to purchase.

Demo Supplies

- Required sign-in and sign-out form
- Demo table, tablecloth and required signage
- Gloves
- Clean cutting board, cake knife and serving utensil
- Forks
- Napkins and/or paper baking cups for serving

Demo Set Up

- Wash hands in the designated handwashing sink before handling food or clean serving supplies.
- Sanitize the work surface and cutting board according to store procedure.
- Set up near the bakery cake display, or place packaged Brookshire's-logo cakes on the table for guests to purchase, as directed by the bakery manager.
- Keep the table attractive and uncluttered. Face all packages toward guests and keep the purchase display stocked throughout the demo.
- Keep the sheet-pan sample cake refrigerated until you are ready to cut a manageable amount. Follow the bakery's food-safety and time-control requirements for cream-cheese cake.
- Record the time the sample cake is removed from refrigeration if required by the store or local Public Health procedure.

Important: The bakery provides a larger sheet-pan cake for samples. Do not cut the Brookshire's-logo cakes intended for sale unless the bakery manager specifically directs you to do so.

Sampling Procedure

- Put on clean disposable gloves before touching the cake, cutting board, knife or serving pieces. Change gloves whenever they become contaminated and wash hands before putting on new gloves.
- Cut only enough cake for the next group of guests so samples stay fresh and appealing.
- Cut the cake into small, neat bite-size portions.
- Place each sample on an individual napkin or in a paper baking cup.
- Serve each guest directly. Do not prepare a large number of samples and leave them unattended on the table.
- Use a clean serving utensil or the edge of the napkin/baking cup to present the sample; do not touch ready-to-eat cake with bare hands.
- Tell guests the product is baked fresh in-house and available only at Brookshire's, then point out where they can purchase it.
- Keep backup cake refrigerated and return any cake to refrigeration only if permitted by the bakery's time-control procedure. Discard samples that become dry, warm, handled or otherwise unappealing.

Product Talking Points

- Baked fresh in-house in the Brookshire's bakery.
- A Brookshire's-exclusive seasonal bakery item.
- Made with cream cheese, cinnamon and streusel.
- A festive dessert for fall gatherings, coffee breaks, entertaining or an easy treat to bring home.
- The finished cakes for purchase feature the Brookshire's logo.

Conversation Starters

- "Would you like to try Brookshire's fresh-baked Pumpkin Cream Cheese Cake?"
- "This seasonal cake is baked fresh right here in the bakery."
- "Do you like pumpkin desserts with cream cheese and cinnamon?"
- "The cakes available for purchase have the Brookshire's logo on top—perfect for sharing."

Allergen & Guest Questions

- Use only the ingredient and allergen information provided on the store label or by the bakery department.
- Do not guess about ingredients, allergens, nutrition claims or dietary suitability. If you are unsure, refer the guest to the bakery team or the package label.
- Prevent cross-contact by keeping the cake, knife, cutting board and serving supplies away from other foods and unclean surfaces.

Clean Up & Wrap Up

- Stop sampling with enough time to clean the area completely before the scheduled end of the demo.
- Ask the bakery manager how to handle any remaining sheet-pan cake. Do not leave opened sample product unattended.
- Return unopened or approved display cakes to the bakery department as directed.
- Clean and sanitize the table and work area; remove all trash and supplies.
- Thank the bakery team and manager on duty.
- Sign out on the required sign-in and sign-out form after cleanup is complete.
- Complete and submit the online demo report, including requested photos, sales information, inventory and guest feedback.