

OWN BRANDS PUMPKIN PIE CHEESECAKE DIP RECIPE

Creamy pumpkin, warm spices and fluffy cheesecake dip

DEMO PLAN: Prepare and chill the pumpkin cheesecake dip, then serve individual tastes with graham crackers. Keep refrigerated ingredients and prepared dip cold throughout the demo.

Featured Products and Recipe Amounts

Featured Product	Recipe Amount	UPC
Lucerne Whipped Cream Cheese Spread	1 tub (8 oz)	021130043545
Signature Select 100% Pure Pumpkin	3/4 cup	021130266234*
Signature Select Powdered Sugar	1/2 cup	021130250158
Signature Select Ground Cinnamon	3/4 teaspoon	021130603053
Signature Select Ground Nutmeg	1/4 teaspoon	021130602186
Signature Select Pure Vanilla Extract	1 teaspoon	021130584383
Signature Select Whipped Topping, thawed	1 tub (8 oz)	021130086320
Signature Select Graham Crackers	For serving	021130400287*

UPC note: *Pumpkin UPC is from a USDA-linked food database; cracker UPC is Signature Select Honey Graham, 28.8 oz. Confirm package and flavor in store.

Recipe Flavor Profile

- **Overall flavor:** Smooth, creamy pumpkin with warm cinnamon and nutmeg, sweetened with powdered sugar and vanilla.
- **Texture:** Light and fluffy, with a creamy cheesecake-style base.
- **Serving style:** A chilled, no-bake dessert dip served with Signature Select Graham Crackers.

Approach

- “Hi! We are sampling a creamy Pumpkin Pie Cheesecake Dip made with United Own Brands products. Would you like to try it?”
- “It combines pumpkin, cinnamon and nutmeg with whipped cream cheese and a fluffy topping.”
- “It is an easy no-bake recipe for fall gatherings, holiday tables or an afternoon treat.”
- After the guest samples, ask what they think of the pumpkin and spice flavor.
- If the guest enjoys the recipe, point out the featured ingredients on the table and where they are located in the store.

Product Talking Points

- This simple recipe brings together eight United Own Brands ingredients in a chilled dessert dip.
- Pumpkin gives the dip its familiar fall flavor and creamy body.

- Cinnamon and nutmeg add warm, classic pumpkin-pie spice notes.
- Whipped cream cheese creates the cheesecake-style base, while whipped topping keeps the dip light and fluffy.
- The recipe is no-bake and can be prepared ahead, then kept chilled until serving.
- Serve with graham crackers for dipping; guests can also use their favorite fruit or cookie at home.

Check In

- Immediately purchase one featured item using the BILL Divvy card to document your arrival time. Take a clear picture of the receipt and save it for the demo report.
- Upload the check-in receipt to the BILL Spend & Expense app.
- Check in with manager on duty and ask where to set up.
- Locate all eight featured products. Take a wide shelf photo showing the products and available inventory for the demo report.
- Send Karen the required selfie taken in front of the product shelf, with the shelf clearly visible behind you. Do not upload the selfie to the demo report.
- If any featured product is unavailable, notify Karen promptly and ask store management whether additional inventory is available in the back room. Do not substitute without approval.

Demo Supplies

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

- Current food handler card & allergen sign
- Table & clean tablecloth
- Apron, hat and gloves
- Large mixing bowl, whisk or spatula, and serving spoon
- Measuring cup, measuring spoons OR 2 oz portion cups for measuring
- 2 oz portion cups and sample spoons
- Ice bucket or bowl with sealed bags of bagged ice
- Covered food-safe container for prepared dip (OR clamshell from food service)

DO NOT PURCHASE ANY SUPPLIES IN STORE. IF YOU DO NOT HAVE THE NECESSARY SUPPLIES, PLEASE NOTIFY KAREN VIA TEXT BEFORE YOUR DEMO DATE.

Demo Set Up

- Set up the table in the location approved by store management, near the featured products when possible.
- Display the featured packages so guests can identify the ingredients and read the labels. You may display an empty container of a refrigerated item if it is empty.
- Display the required allergen sign. The recipe contains milk and wheat (from graham crackers). Direct guests to product labels for complete allergen information.
- Keep personal items out of sight and store extra product and supplies neatly beneath or behind the table.
- Before removing product for the recipe, count and record the beginning inventory for all eight featured products.
- Take a clear picture of the completed demo table before food preparation begins.
- **When a refrigerated item is removed from refrigeration, write the date and time on its container or a log.**
- Wash hands at a designated handwashing sink and put on clean gloves before handling ready-to-eat food.

Prepare the Recipe

- **Thaw the whipped topping under refrigeration.** Keep the cream cheese spread and whipped topping refrigerated until ready to mix.
- **Measure the base.** Add 1 tub (8 oz, or four 2 oz portion cups) whipped cream cheese, 3/4 cup pumpkin (or three 2 oz portion cups), and 1/2 cup powdered sugar (or two 2 oz portion cups) to a clean mixing bowl.
- **Add the spices and vanilla.** Measure in 3/4 teaspoon cinnamon, 1/4 teaspoon nutmeg and 1 teaspoon vanilla extract. Estimate with a plastic spoon if you do not have teaspoons.
- **Mix until smooth.** Stir the cream cheese, pumpkin, powdered sugar, cinnamon, nutmeg and vanilla until evenly combined.
- **Fold in the whipped topping.** Add 1 tub (8 oz, or four 2 oz portion cups) thawed whipped topping and gently fold until combined and fluffy.
- **Cover and place on bagged ice.** Keep the dip chilled on ice throughout demo.



Sampling Procedure

- Wear gloves and change them whenever they become contaminated or after touching a phone, hair, face, money or any non-food surface.
- As a guest approaches the table, invite them to sample the Pumpkin Pie Cheesecake Dip.
- Stir the chilled dip gently with a clean utensil before portioning.
- Place a small tasting portion in a 2 oz portion cup. Do not overfill the cup.
- Serve each sample with an individual graham cracker.
- Place the sample at the front of the demo station for the guest to pick up. If you hand it directly to a guest, change your gloves.
- Share the recipe ingredients, talking points and serving suggestions.

Cold Holding and Food Safety

- Keep the whipped cream cheese, whipped topping and prepared dip on bagged ice. Keep the graham crackers covered and separate from the dip.
- Record the date and time each refrigerated item is removed.
- Use clean, dedicated utensils and avoid cross-contact. Do not make dietary or allergen claims that are not printed on the product packages.

Clean Up and Wrap Up

- Stop sampling at the scheduled end time. Return shelf-stable, unopened, sellable products to their correct shelf locations.
- Count and record the ending inventory for all eight featured products.
- Purchase all remaining opened demo products using the BILL Divvy card. Take a clear picture of the final receipt.
- Upload every receipt to the BILL Spend & Expense app and save the images for the demo report.
- Complete the online demo report with the check-in and final receipts, shelf photos, completed table photo, ending inventory, sales information and customer feedback.
 - There are not options for 8 products on the demo report. List sales & ending inventory for the remaining 2 items in the comments section of the demo report.
- Report all out-of-stock products, approved substitutions and food-safety issues in the demo report.

IMPORTANT: If a product is out of stock, you have a question about substitutions, or have a food-safety question, stop and contact Karen.