SKINNYDIPPED ALMONDS

Brookshire Grocery Company FRESH Demo Instructions

Offer all three flavors to each guest: one almond of each flavor.

Lemon Bliss Almonds

UPC **851562008030**



Flavor story and nutrition facts



Package



Almond close-up



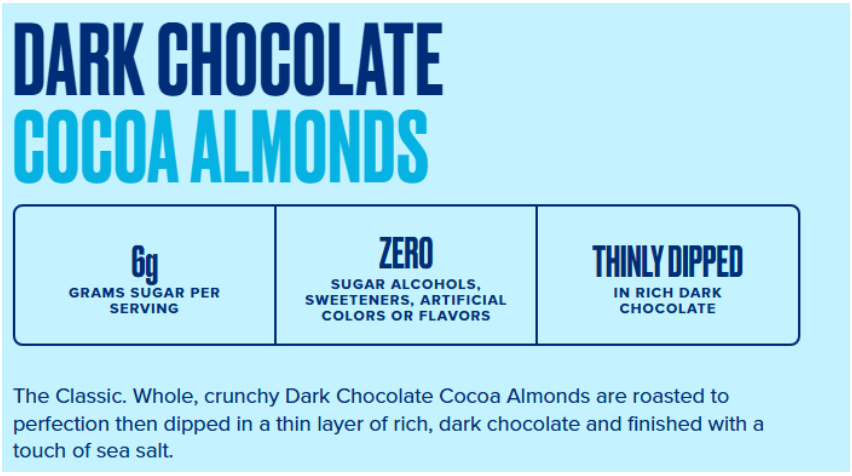
Thin dip comparison

Flavor Selling Points

- Whole, crunchy roasted almonds spritzed with real lemon and thinly dipped in creamy yogurt sweetness.
- 7 g sugar per serving; zero artificial sweeteners, colors or flavors, as shown in the supplied flavor graphic.
- Use the brand's "thinly dipped" story: the almond stays at the center of the snack.

Dark Chocolate Cocoa Almonds

UPC 861297000308



Flavor story and nutrition facts



Package and product claims



Almond close-up



Thin dip comparison

Flavor Selling Points

- Whole, crunchy roasted almonds thinly dipped in rich dark chocolate, dusted with cocoa and finished with a touch of sea salt.
- 6 g sugar per serving; the supplied graphic lists zero sugar alcohols, sweeteners, artificial colors or flavors.
- The dark chocolate is a thin dip rather than a thick sugar coat, so the almond remains the star.

Dark Chocolate Peanut Butter Almonds

UPC 866515000375



Flavor story and nutrition facts



Package



Almond close-up



Thin dip comparison

Flavor Selling Points

- Whole, crunchy roasted almonds thinly dipped in dark chocolate with a peanut butter coating.
- 6 g sugar per serving; the supplied graphic lists zero artificial colors or flavors.
- The “We Skinny Dip” comparison shows the thinner coating and crunchy almond center.

Allergen reminder: Almonds are tree nuts. The peanut butter flavor contains peanut ingredients. Check the current package label for complete ingredient, allergen and cross-contact information.

Product Verification & Purchase

- Check in with the Manager on Duty or Department Manager. Confirm the demo location and verify all three featured flavors are in stock: Lemon Bliss, Dark Chocolate Cocoa and Dark Chocolate Peanut Butter.
- Using the Divvy card, purchase one package of Lemon Bliss for check-in. Upload the receipt to Bill Spend & Expense and retain it for the demo report. Record opening inventory for each flavor before removing products.
- Take a clear, wide shelf photo. Text the required shelf selfie to Karen; do not include it in the demo report. Record any out-of-stock flavor and notify Karen; do not substitute without approval.

What to Bring From Home

- Apron, hat, name tag, table, tablecloth, allergen sign and current Food Handler Card.
- Portion cups or cupcake liners, napkins, and gloves.

Arrival, Store Check-In & Demo Set Up

- Check in with Manager on Duty and ask where to place the table and confirm the product location.
- Count opening inventory for each flavor.
- Place to 10 bags of each flavor on your table for guests to take.
- Take a picture of the demo table to upload to demo report.
- Wash hands in a designated handwashing sink.

Sampling Procedure

- Offer all three flavors to each guest: one almond per flavor, for three almonds total. Use one clean portion cup, napkin or cupcake liner per guest, with the flavors arranged separately.
- Open packages as needed. Do not let guests reach into packages. Keep the peanut butter flavor identified and separate.

Customer Engagement

- Invite guests to compare the three flavors and ask which coating they prefer. Describe each almond as roasted and crunchy with a thin coating that lets the almond remain the star.
- Use the flavor-specific selling points and graphics on the preceding pages. SkinnyDipped emphasizes less sugar than traditional chocolate-covered snack nuts, real ingredients and no artificial sweeteners. Direct guests to package labels for current nutrition and ingredient details.
- Share that SkinnyDipped is a woman-founded, purpose-driven brand, and point guests to all three flavors on the shelf.

Allergen Notice

Almonds are tree nuts. The Dark Chocolate Peanut Butter flavor contains peanut ingredients. Display the allergen sign and direct guests to the current package label for complete ingredient, allergen and cross-contact information. Since we are demoing the Dark Chocolate Peanut Butter at the same time as the other flavors, guests with peanut allergies should not sample due to cross contact.

Clean Up & Wrap Up

- Stop serving in time to clean the table and restore the area. Discard exposed samples and dispose of waste as directed. Count and record ending inventory for each flavor.
- Using the Divvy card, purchase opened packages used for the demo at the end; do not repurchase check-in unit. Upload the receipt and required photos to Bill Spend & Expense and the demo report, then complete the online report.