

OWN BRANDS APPLE PIE TWISTS RECIPE

Warm cinnamon twists with sweet apple pie filling

DEMO PLAN: Prepare warm Apple Pie Twists with United Own Brands cinnamon rolls and apple pie filling. Serve one-third of a twist in a portion cup, with optional caramel sauce only if provided or approved.

Featured Products and UPCs

Featured Product	Size	UPC
Signature SELECT Apple Pie Filling	21 oz	00021130140718
Signature SELECT Cinnamon Rolls with Icing	8 ct / 12.4 oz	00021130116300
Signature SELECT Granulated Sugar	4 lb	00021130441271
Signature SELECT Ground Cinnamon	2.37 oz	00021130603053

If you store carries a Signature Select or O Organics Caramel Sauce, you may purchase for a dipping sauce. If so, please include inventory and sales on the demo report.

Recipe Flavor Profile

- **Overall flavor:** Sweet apple pie filling and warm cinnamon wrapped in a tender, golden cinnamon roll twist.
- **Texture:** Soft, flaky cinnamon roll with a lightly crisp exterior and smooth apple filling.
- **Serving style:** Serve warm in a 2 oz portion cup; offer caramel sauce only if provided or approved.

Approach

- “Hi! We are sampling warm Apple Pie Twists made with United Own Brands products. Would you like to try one?”
- “It is a cinnamon roll twist coated with apple pie filling and finished with cinnamon sugar.”
- “It is an easy way to turn a few baking staples into a warm apple-cinnamon treat.”
- After the guest samples, ask if they prefer the twist plain or with a little caramel sauce, if available.

Product Talking Points

- The recipe features four Signature SELECT products available at The United Family of Stores.
- Apple pie filling adds a sweet, fruity center and helps coat each twist.
- Cinnamon rolls with icing are unrolled and cut into strips to create individual twists.
- A simple cinnamon-sugar coating adds a warm finish after baking.
- Guests can also use the ingredients to make Apple Pie Cinnamon Rolls by pressing a well into each roll, adding filling, and baking about five minutes longer.

Check In

- Immediately purchase one featured item with the BILL Divvy card to document your arrival time. Take a clear receipt photo for the demo report.
- Upload the check-in receipt to the BILL Spend & Expense app.
- Check in with store management and/or the appropriate department manager. Confirm the demo location and ask permission to use an electrical outlet for the toaster oven.
- Locate all four featured products. Take a wide shelf photo showing the products and available inventory, then send Karen the required shelf selfie.
- If any featured product is unavailable, notify Karen promptly and ask 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 and allergen sign
- Table and clean tablecloth; apron, hat and gloves
- Toaster oven and extension cord
- Toaster oven tray and parchment paper
- Mixing bowl and metal fork for mashing the apple pie filling
- Resealable zipper bag and an unopened can to roll over the bag, if using that method to smooth the filling
- Clean plate for the cinnamon-sugar mixture
- Cutting board and knife
- 2 oz portion cups, sample spoons and serving tongs

DO NOT PURCHASE ANY SUPPLIES IN STORE (FOR EXAMPLE, TOASTER OVENS, EXTENSION CORDS, TRAYS, PARCHMENT PAPER, MIXING BOWLS OR UTENSILS). IF YOU DO NOT HAVE THE NECESSARY SUPPLIES, PLEASE NOTIFY KAREN VIA TEXT BEFORE YOUR DEMO DATE.

Demo Set Up

- Set up in the location approved by store management, near the featured products when possible.
- Display the cinnamon, sugar & apple pie filling on your table (recommend at least 6-8 of each so guests can take from your table). Display empty cinnamon roll package, when available.
- Display the required allergen sign. Direct guests to the product packages for complete ingredient and allergen information.
- Place the toaster oven near an approved outlet and arrange the extension cord safely. Keep extra product and supplies neatly beneath or behind the table.
- Before removing product for the recipe, count and record beginning inventory for all four featured products.
- Take a clear photo of the completed demo table before food preparation begins.
- *Keep the cinnamon rolls refrigerated until needed. When removed from refrigeration, record the date and time on the package or a log, as required.*
- Wash hands at a designated handwashing sink and put on clean gloves before handling food.

Prepare the Recipe

- Preheat the toaster oven to 375°F. Line the tray with parchment paper.
- Prepare the apple filling. Open one can and mash with a metal fork until smooth. For a smoother puree, transfer it to a sealed zipper bag and gently roll an unopened can over the bag. Spoon the puree onto a clean plate.
- Prepare the cinnamon rolls. Open one can and unroll each roll on a clean cutting board. Cut each strip in half lengthwise to make two narrower pieces.
- Coat and twist. Roll each strip in the apple puree, then gently twist it a few times. Place the twists on the lined toaster oven tray.
- Bake for 20–22 minutes, or until the twists are nicely browned.
- While the twists bake, mix 2 tablespoons granulated sugar and 1½ teaspoons ground cinnamon on a clean plate.
- Finish the twists. Remove them from the oven and immediately roll in the cinnamon-sugar mixture.





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 guests approach, invite them to sample an Apple Pie Twist.
- Cut the twists into thirds and place one piece in a 2 oz portion cup.
- Ask whether the guest would like caramel sauce. Offer it only if provided or approved for the demo; spoon a small amount over the twist.
- Place the sample at the front of the demo station for the guest to pick up. Do not allow guests to serve themselves.
- Share the recipe ingredients and product talking points. Let guests know the recipe is available on FourStarDemos.com under Recipe Gallery as Apple Pie Twists.

Cold Holding and Food Safety

- Keep unopened cinnamon rolls refrigerated until ready to prepare. Record the date and time when removed from refrigeration.
- Use clean utensils and surfaces for food preparation and serving. Change gloves whenever they become contaminated.
- Bake the twists as directed and serve warm.

Clean Up and Wrap Up

- Stop sampling at the scheduled end time. Discard any remaining prepared twists and apple filling.
- Clean the demo table, toaster oven area and surrounding space.
- Return unopened, sellable products to their correct shelf locations.
- Count and record ending inventory for all four featured products.
- Purchase the 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 check-in and final receipts, shelf photos, completed table photo, inventory, sales information and customer feedback. Report out-of-stock products, approved substitutions and any food-safety issues.

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