PLOUGHGATE CREAMERY DEMO INSTRUCTIONS

Central Market | Cultured Butter Tasting

CENTRAL MARKET NEW DEMO GUIDANCE: Our goal is to move beyond simply sampling a product and instead create a unique culinary experience for our customers with every demo we host. Each demo should share with guests the benefits, uses, ingredients & suggested food pairings for the featured products.

DEMO PLAN: Compare salted and unsalted cultured butter. DFW stores offer baguette bites with radish slices and/or buttered radish halves with flaky sea salt. All other stores serve both butters on plain baguette.

Featured Products and UPCs

Featured Product	Size	UPC
Cultured Salted Butter	8 oz	019962424908
Cultured Unsalted Butter	8 oz	019962455004





Flavor Profiles

- Cultured Salted Butter (red label) has a rich, tangy cultured flavor and a light crunch from coarse sea salt.
- Cultured Unsalted Butter (yellow label) lets the cream's sweet, nutty notes come through. Try it first when comparing the two.

Approach

- Offer a side-by-side tasting of the two butters. Use the same base for both when possible so guests can taste the difference.
- DFW stores: Serve butter on a bite-size piece of baguette topped with a thin radish slice, a radish half topped with butter and a few flakes of sea salt, or both.
    - Get creative with your radish selection, Central Market has a variety of options to choose from.
- All other Central Market stores: Serve both butters on bite-size pieces of plain baguette.
- Contact Karen if a featured butter or required accompaniment is unavailable.

Product Talking Points

- Founder Marisa Mauro started Ploughgate in Vermont and took the creamery from cheesemaking into small-batch cultured butter.
- Ploughgate cultures the cream for 24 hours before churning. That gives the butter a gentle tang. Both varieties have 88% butterfat.
- The salted butter gets its light crunch from coarse sea salt. Suggest it for warm bread, radishes or roasted vegetables.
- The unsalted butter gives home cooks control over seasoning and works well in baking or pan sauces.

Guest Conversation Ideas

- "Would you like to try Vermont cultured butter? Start with unsalted, then try the salted butter to taste the sea salt."
- "Try the butter with a crisp radish. It's a simple appetizer you can make at home." Use this prompt at DFW stores.

Check In

- Go to the Information Desk and ask for the Foodie. Confirm your table location, sampling plan and how the store wants sampling products handled. Have the Foodie sign your clock-in and clock-out form.
- Take an arrival selfie with the featured product shelf behind you and text it to Karen and Lexi. Keep the selfie out of the demo report.
- Take a wide shelf photo showing the featured items and shelf pricing for the demo report.
- Count and record beginning inventory for each featured item.
- For Divvy demos, purchase one featured butter at check-in and upload the receipt to Bill Spend & Expense. If the Foodie directs store shrink, confirm which items the store will cover and follow the Foodie's process. If no product is purchased, use the Clock In & Out Form.

Demo Supplies

- Bring your apron, hat, name tag, Food Handler's Card, Divvy card and allergen sign.
- Central Market provides the table and ice bucket. Coordinate with the Foodie for a table covering, gloves, napkins, sample cups or plates, clean cutting board, knife, two butter spreaders, tongs, covered containers and bagged ice.
- Use plain baguette and both featured butters. DFW stores also need fresh radishes and flaky sea salt for the radish-half option. Ask Foodie if they have a preference for products.

Demo Set Up

- Set out separate, labeled work areas and spreaders for salted and unsalted. Direct guests to the refrigerated shelf for retail packages.
- Keep refrigerated retail packages off the table. Keep working butter in covered containers on bagged ice and bring out only small portions for service.
- Follow the Foodie's cold-holding instructions. If the Foodie approves the store's four-hour time-control procedure, record the date and time the butter leaves refrigeration, mark the discard time and discard any remaining portion by that time.
- Display the allergen sign. Both butters contain milk. Check the baguette label for wheat and any other allergens and share that information before sampling. Use a separate clean prep area and utensils for bread-free radish bites when serving both options.
- Take a demo station photo for the report when setup is complete, before opening sampling product and washing hands for food prep.

Sampling Procedure

- Wash hands in a designated handwash sink.
- Cut the baguette into bite-size pieces (store bakery can slice baguette bread for you). At DFW stores, rinse radishes under running water, trim them and slice or halve them for your chosen serving options.
    - Ask Foodie where you can wash and trim the radishes. May need to prep and then bring to the table or the store may prefer that you slice the radishes at the demo table.
- Offer unsalted first, followed by salted. Use a small spread of butter on each bite and make it clear which variety the guest is sampling.
- DFW baguette bite: Spread butter on a bite-size piece of baguette and top with one thin radish slice.
- DFW radish-half bite: Spread butter on the cut side of a small radish half. Finish with a few flakes of sea salt. Use a light touch, especially with the salted butter.
- Other stores: Spread each butter on its own bite-size piece of plain baguette.
- Assemble each bite to order and serve it on a napkin.

Clean Up and Wrap Up

- Take an end-of-demo table photo and record ending inventory for both butters. Note any out-of-stock items or sampling changes.
- For Divvy demos, pay for any additional opened sampling items and accompaniments used. Upload receipts to Bill Spend & Expense and include them in the demo report.
- For store shrink, return packaging and paperwork as directed by the Foodie. If no purchase is required, use the Clock In & Out Form.
- Discard remaining prepared samples as directed, clean the station, return borrowed supplies and have the Foodie sign you out.
- Submit the demo report with shelf and table photos, receipts as applicable, inventory figures and guest feedback.