

BRAINTREE NUTRITION DEMO INSTRUCTIONS

Focus + Hydration Sparkling Mocktails

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: Prepare each Focus + Hydration flavor as a simple sparkling mocktail: mix one stick with 10 oz cold still water, stir until dissolved, then add 2 oz plain sparkling water. Garnish Watermelon, Pink Lemonade and Berry with one strawberry slice; garnish Refreshing and Citrus with one lemon wedge.

Featured Products and UPCs

Featured Product	Size	UPC
Focus + Hydration Watermelon 10pk	10 stick packs	860010351628
Focus + Hydration Refreshing 10pk	10 stick packs	860010351635
Focus + Hydration Pink Lemonade 10pk	10 stick packs	850062428003
Focus + Hydration Berry 10pk	10 stick packs	850062428034
Focus + Hydration Citrus 10pk	10 stick packs	860010351673



Flavor Pairings

- Watermelon, Pink Lemonade and Berry: offer one strawberry slice as an optional garnish.
- Refreshing and Citrus: offer one lemon wedge as an optional garnish.

Approach

- Introduce all five Focus + Hydration flavors as a simple sparkling mocktail, with the mix itself remaining the focus.
- For each serving, dissolve one stick in 10 oz cold still water, stir until fully mixed, then add 2 oz plain sparkling water. The 12 oz total is within the label's 10–16 oz mixing range.
- Prepare the flavors separately. Keep the product boxes visible and offer guests a choice; prepare one or two flavors at a time and rotate as needed.

Product Talking Points

- Sugar-free drink mix combining electrolytes with ingredients marketed for focus.
- The formula includes taurine, L-tyrosine, choline and electrolytes such as sodium and potassium.
- Brain Tree combines 5 electrolytes with pink Himalayan salt in one drink mix.
- Each serving lists 390 mg of sodium and 210 mg of potassium.
- Great for first thing in the morning or before, during, or after a workout.
- Made in Texas and its production runs are third-party tested.
- Use package wording; do not promise a specific focus, energy or hydration result for an individual guest.

Guest Conversation Ideas

- “Would you like to try a sparkling mocktail made with BrainTree Focus + Hydration?”
- “We have Watermelon, Refreshing, Pink Lemonade, Berry and Citrus. Which flavor sounds good to you?”
- “Each stick pack mixes with water; we add a little plain sparkling water and a simple fruit garnish.”
- “The 10-stick boxes are right here if you would like to try a flavor at home.”

Check In

- Go to the Information Desk and ask for the Foodie. Explain that you are sampling BrainTree Focus + Hydration and confirm your table location and any store requirements for the mocktail set-up.
- Take a shelf selfie with the products behind you and text it to Karen. Do not upload the selfie to the demo report.
- Take a wide shelf photo showing all available flavors and shelf pricing for the demo report.
- Count and record beginning inventory for each featured flavor.
- Ask Foodie Lead if you will be purchasing product or if they will be shrinking product used for this demo.
- If purchase, purchase one featured BrainTree product on the Divvy card at check-in. Upload the receipt to Bill Spend & Expense and retain it for the demo report. If shrink, have Foodie sign clock in form.

Demo Supplies

- Bring apron, hat, Food Handler's Card, allergen sign and Divvy card.
- Coordinate with the Foodie for the table, pitchers, stirring spoons, 2 oz sample cups, napkins and ice bucket with bagged ice. Bring only items Central Market cannot provide.
- Purchase plain sparkling water, strawberries and lemons as directed. Use cold drinking water for mixing; no syrup, juice or other mixer is needed.
- Keep prepared drinks and cut fruit chilled over bagged ice.

Demo Set Up

- Display all five featured products together. When stock allows, arrange 6–8 boxes of each flavor so guests can find the product after sampling.
- Prepare each flavor in a separate pitcher; do not combine flavors.
- Keep the strawberry slices and lemon wedges in separate small dishes. Offer a strawberry with Watermelon, Pink Lemonade or Berry; offer a lemon wedge with Refreshing or Citrus.
- Check each product label for allergen information and display the allergen sign. Answer ingredient questions from the package label.
- Keep prepared pitchers and cut fruit chilled over bagged ice.
- Take a clear picture of the completed table before opening any product or preparing drinks.

Sampling Procedure

- Wash hands before handling samples. Use clean pitchers and stirring spoons; keep flavors separate and follow Central Market's food handling directions.
- Ask which flavor the guest would like to try. Describe the brand's hydration and focus positioning using the package wording.
- Do not pre-pour samples. After the guest accepts, pour about 1 oz of the prepared drink into a 2 oz sample cup.
- Offer one strawberry slice with Watermelon, Pink Lemonade or Berry, or one lemon wedge with Refreshing or Citrus. The garnish is optional.
- Do not add fruit, herbs or sweetener to the shared pitcher. Keep the prepared drink simple and let guests choose the garnish for their sample.
- Use the allergen sign and check the product packaging before answering ingredient questions; do not guess.
- Record flavors sampled, guest feedback, sample totals and any product availability issues for the demo report.

Clean Up and Wrap Up

- Count and record ending inventory for each flavor. Note sample totals, guest feedback and any out-of-stock items or changes.
- If purchase required, purchase additional opened sampling products and ingredients used on the Divvy card. Avoid paying twice for the check-in item. Upload final receipts to Bill Spend & Expense and the demo report. If shrink, give empty packages to the Foodie and have them sign your clock out form.
- Discard leftover prepared drinks and garnishes as directed by the Foodie. Return unused product and borrowed supplies according to store instructions.
- Clean the demo area, return borrowed supplies and check out with the Foodie.
- Submit the completed demo report with the shelf photo, table photo, receipts and inventory information. Do not upload the selfie.