

OWN BRANDS SIGNATURE SELECT COOKIES

Four cookie varieties to sample and compare

DEMO PLAN: Offer one whole Tuxedo cookie or one-half of a Treasure Chips cookie on a napkin. Feature all four varieties throughout the demo and encourage guests to compare the choices.

Featured Products and UPCs

Featured Product	Size	UPC
Signature SELECT Tuxedo Cookies	15.35 oz	0113039713
Signature SELECT Tuxedo Double Stuff	15.35 oz	02113039714
Signature SELECT Treasure Chips Original	13 oz	02113039711
Signature SELECT Treasure Chips Chewy	13 oz	02113039712

Product Images



Tuxedo Cookies
Original



Tuxedo Cookies
Double Stuff



Treasure Chips
Original



Treasure Chips
Chewy

Use the UPCs above to confirm the correct products.

Flavor Profiles

- **Tuxedo Original:** Crisp chocolate sandwich cookies with a smooth vanilla creme center.
- **Tuxedo Double Stuff:** The familiar chocolate sandwich cookie with extra vanilla creme for a sweeter, more indulgent bite.
- **Treasure Chips Original:** Classic crisp chocolate chip cookies with a familiar buttery, chocolate-studded flavor.
- **Treasure Chips Chewy:** A softer chocolate chip cookie with a tender, chewy texture.

Approach

- “Hi! We are sampling four Signature SELECT cookie varieties today. Would you prefer a chocolate sandwich cookie or a chocolate chip cookie?”
- For a Tuxedo guest, ask: “Would you like Original or Double Stuff?”
- For a Treasure Chips guest, ask: “Would you like a crisp Original cookie or the softer Chewy variety?”
- Offer a second variety so the guest can compare flavor or texture.
- After sampling, point out all four featured products and explain where they are located in the store.

Product Talking Points

- The demo features four shelf-stable Signature SELECT cookies from The United Family of Stores Own Brands.
- Tuxedo Cookies give guests a choice between the balanced Original and the extra-creme Double Stuff variety.
- Treasure Chips give guests a choice between the crisp Original and the softer Chewy variety.
- The assortment offers an easy option for lunchboxes, after-school snacks, desserts and casual entertaining.
- Guests can serve the cookies as-is, pair them with their favorite beverage or use them in simple desserts such as ice cream sandwiches, cookie crumbles or dessert boards.
- Signature SELECT offers familiar cookie favorites at an Own Brands value.
- Direct guests to the package labels for complete ingredient, nutrition and allergen information.

Check In

- Immediately purchase one featured cookie package 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 store management and/or the appropriate department manager. Confirm the approved demo location.
- Locate all four featured products. For the demo report, take a wide shelf photo showing as much of the shelf and available inventory as possible. Do not submit a close-up photo.
- 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 and allergen sign
- Table and clean tablecloth
- Apron, hat and gloves
- Beverage napkins

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 packages of all four cookie varieties on the table so guests can identify the products and read the labels.
- Place enough packages of each variety (recommend 6–8) so guests can take them from your table.
- Display the required allergen sign. Direct guests to each package label for complete allergen information.
- Keep personal items out of sight and store extra product and supplies neatly beneath the table, at least 6 inches off the ground.
- Before opening product, count and record the beginning inventory for all four featured products.
- Take a clear picture of the completed demo table before opening the cookies.
- Wash hands at a designated handwashing sink and put on clean gloves before handling ready-to-eat food.

Prepare the Samples

- Keep the cookies in their original packages and remove a new cookie only when a guest selects that variety.
- For Treasure Chips Original & Treasure Chips Chewy, carefully break one cookie in half and serve one half per sample.
- Tuxedo Original & Tuxedo Double Stuff may be served as one whole cookie because the sandwich cookies may crumble when broken.

Sampling Procedure

- As each guest approaches, explain the four available varieties and ask whether they prefer a chocolate sandwich cookie or a chocolate chip cookie.
- Ask which variety they would like to try first: Tuxedo Original, Tuxedo Double Stuff, Treasure Chips Original or Treasure Chips Chewy.
- Using clean gloves, place the selected sample on a beverage napkin and set it at the front of the demo station for the guest to pick up. Never allow guests to serve themselves.
- If you hand a sample directly to a guest, change your gloves before preparing or serving another sample.
- Encourage guests to try all four varieties. Offer additional varieties one at a time so each sample stays fresh.
- Share product talking points and direct interested guests to the featured products.
- If a guest enjoys the product, let them know they can take cookie packages directly from your table and explain where the cookies are located for a future purchase.

Clean Up and Wrap Up

- Stop sampling at the scheduled end time. Discard remaining prepared samples and any cookies that cannot be safely retained.
- Clean the demo table and surrounding area.
- Return unopened, sellable cookie packages to their correct shelf locations.
- Count and record the ending inventory for all four 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 photo, completed table photo, ending inventory, sales information, guest feedback, out-of-stock products and approved substitutions.