

## Lady Bird Sodas

### United Family of Stores Demo Instructions

#### Featured Products

| Flavor                     | 6-Pack UPC   |
|----------------------------|--------------|
| Prickly Pear (Cactus Pear) | 850044615285 |
| Pomelo (Grapefruit)        | 850044615261 |
| Tejas Cola                 | 850044615223 |
| Lemon Lime                 | 850044615247 |

**Store assortment varies: your store may carry 6-packs, individual cans, or both. Sample the flavors available and create a strong, shop-from-the-table display using the package types sold at your store.**

#### Demo Objective

Introduce Guests to Lady Bird Sodas, an Austin-born, better-for-you soda with bold flavor, low sugar, and clean ingredients—without compromise.

- Drive trial by highlighting the Texas-inspired flavors, crisp taste, low calories, low sugar, and prebiotic fiber.
- Help each Guest find a favorite flavor and make it easy to purchase directly from the demo table.

#### Check-In

- Check in with the Store Director or Manager on Duty and let them know you are conducting a Lady Bird Sodas demo.
- Locate the product and confirm which flavors and package types are available: 6-packs, individual cans, or both.
- Take one wide shelf photo showing as much of the Lady Bird display and surrounding shelf as possible—not a close-up.
- Count and record beginning inventory by flavor and package type.
- Take a selfie with the Lady Bird shelf behind you and text it to Karen. Do not upload the selfie to the demo report.
- Purchase one sellable item for check-in using the Divvy card. Save and photograph the receipt.
- Upload the check-in receipt to both the demo report and Bill Spend & Expense app.

#### Demo Supplies

*DFW stores have a supply area with tables, equipment, and disposable supplies. For all other stores, bring all supplies from home.*

- Four Star apron, hat, food handler's card & allergen sign
- Table & tablecloth
- Large ice bucket or beverage tub for bagged ice
- 2 oz portion cups, beverage napkins & gloves

#### Demo Set Up

- Set up near the Lady Bird shelf when possible, in a clean, stable location that does not block shopping traffic.
- Place the allergen sign where Guests can easily see it.
- Immediately begin chilling at least two cans of each available flavor in a freezer area while you set up.
- Build a full, attractive display with every available flavor and package type facing forward.
- Display enough sellable product for Guests to take immediately after sampling. Replenish the table throughout the demo so the display stays full.
- If the store sells 6-packs, display at least 3–4 of each available flavor when inventory and table space allow.
- If the store sells individual cans, display several cans of each available flavor in neat rows. If it sells both, display both 6-packs and singles.

## BRINGING BRANDS TO LIFE

- Create a clean, stable shelf fully beneath the table using baskets or milk crates for demo supplies and extra product. Do not place supplies or product directly on the floor.
- Obtain bagged ice from the market dept, produce bags with ice from the café ice machine or purchase ice on the Divvy card.
- Take a photo of the completed demo station before sampling begins.

## Table Set-Up Examples

Use the package types available at your store. These photos show how to create a full, shop-from-the-table display with either 6-packs or individual cans.



Example: 6-pack display



Example: individual-can display

## Sampling Procedure

- Wash hands in a designated handwashing sink. Wear gloves when handling cups and change gloves whenever they become contaminated.
- Open one chilled can of each flavor. Keep unopened cans cold on bagged ice.
- Ask the Guest which flavor they would like to try first.
- Pour approximately 1 oz into a 2 oz portion cup as the Guest approaches. Do not pre-pour; fresh pours preserve carbonation and quality.
- Use a new cup for every flavor and every Guest.
- Share key talking points while the Guest tastes, then offer another available flavor.
- Ask, "Which one is your favorite?" and encourage the Guest to take the product directly from the table.

**Key line: "Would you like to try a Texas-made soda with only 4–6 grams of sugar?"**

## Approach

- Invite Guests to try a Texas-made soda with only 4–6 grams of sugar.
- Ask which flavor they normally enjoy, then recommend a flavor profile that fits their preference.
- Encourage Guests to sample more than one flavor and ask which is their favorite.

## About Lady Bird Sodas

Lady Bird Soda Co. was founded in Austin, Texas, with a mission to create a soda that does not sacrifice taste for health. Inspired by the Texas Hill Country and Lady Bird Lake, the brand reflects movement, community, and mindful living.

- 30–40 calories and 4–6 grams of sugar per can
- 2 grams of prebiotic fiber per can
- Made with natural ingredients; Non-GMO, gluten-free, vegan, and kosher
- Sweetened with a blend of natural sugar and stevia for balanced sweetness

## Customer Engagement

- "This is a healthier soda — low sugar but still full flavor"
- "Most people are surprised how good it tastes for only 30 calories"
- "Which flavors do you usually like? I can recommend one"
- "These are great as mixers too if you like cocktails"

## BRINGING BRANDS TO LIFE

- “It’s lightly sweetened with real sugar and stevia — most people are surprised how smooth it tastes.”
- “These are right here — feel free to grab one while you’re here!”

## Flavor Profiles

| Flavor              | What It Tastes Like                                                                                |
|---------------------|----------------------------------------------------------------------------------------------------|
| <b>Prickly Pear</b> | Light, subtly sweet, slightly floral, and refreshing without being overly sugary.                  |
| <b>Pomelo</b>       | Bright, slightly tart, and refreshing; a good choice for sparkling-water and citrus-soda drinkers. |
| <b>Tejas Cola</b>   | Classic cola flavor with a smoother, lighter finish that is less syrupy than traditional cola.     |
| <b>Lemon Lime</b>   | Clean, crisp citrus with a familiar but elevated lemon-lime taste.                                 |

## Product Talking Points

- Only 4–6 grams of sugar compared with many traditional sodas that contain 30–40 grams.
- Only 30–40 calories per can.
- Made with natural ingredients and 2 grams of prebiotic fiber.
- Crisp and refreshing—not heavy or syrupy.
- Austin-born and proudly Texas-made.
- Enjoy it on its own or use it as a cocktail or mocktail mixer.

## Sweetener Talking Points

**Lead with low sugar, great taste, and the Texas brand. Discuss stevia only if a Guest asks or after the Guest has tasted the soda.**

- “They use a small amount of real sugar plus stevia to keep the calories low while maintaining great flavor.”
- “It is not zero sugar—it is simply much lower in sugar than traditional soda.”
- “The real sugar and stevia are blended for a clean, balanced taste that is not overly sweet.”
- If a Guest says they do not like stevia: “That is completely fair. This blend is designed to be balanced and smooth—would you like a quick taste to see what you think?”

## Clean Up & Wrap Up

- Stop serving with enough time to clean the station and complete the demo report.
- Return unopened sellable product to the shelf.
- Count and record ending inventory by flavor and package type.
- Purchase all remaining items opened for sampling that were not purchased at check-in using the Divvy card.
- Take a clear photo of the ending receipt.
- Upload the check-in and ending receipts to both the demo report and Bill Spend & Expense app.
- Submit the demo report with the wide shelf photo, completed table photo, receipts, sales, inventory, Guest comments, and all other required information.
- Clean the demo area and dispose of all trash.

**Important: If product cannot be located, inventory is insufficient, the product sells out, or store management requests a change, contact Karen before changing the demo plan.**