

KEY ENERGY

CENTRAL MARKET DEMO INSTRUCTIONS

DEMO OBJECTIVE: Introduce Central Market shoppers to KEY as an all-natural, ketone-powered functional beverage that provides steady energy and calm focus without added sugar, jitters or a caffeine crash. Invite shoppers to compare all available flavors, lead with Pineapple Passionfruit and encourage purchase.

Featured Products

Flavor	How to Describe It	UPC
Pineapple Passionfruit	Most popular - always lead with this. Tropical and beachy.	860010711217
Ginger Lime	Spicy ginger with citrusy lime; a strong second choice for ginger fans.	860003204184
Grapefruit Peach	Tart/sour grapefruit balanced with peach; popular with grapefruit fans.	860003204191

What Is KEY?

KEY is the first all-natural energy drink powered by ketones. It combines three complementary ingredients in one energy system:

- Up to 11.5 g natural ketones (Avela™ pre-ketones) for clean, sustained energy. KEY's ketones are produced through fermentation.
- 80 mg natural caffeine from green tea for a light lift - less caffeine than a Starbucks latte.
- L-theanine naturally extracted from green tea for calm focus and to balance the caffeine.
- 79 calories, all from ketones and none from sugar; 0 g sugar and no added sugar.
- Certified/positioned as Zero Sugar, Keto, Vegan and GMO-Free.
- No artificial stimulants, sweeteners, flavors or colors.

What Ketones Are

Ketones are a natural backup fuel the body makes when it burns fat, such as during fasting or exercise. KEY puts fermented ketones in the can to provide a cleaner-burning, efficient source of energy for the body and brain. No keto diet is required.

- KEY's materials state that research suggests ketones may support peak performance, enhanced endurance, improved recovery, metabolic health/longevity, brain health and appetite suppression. Present these as potential benefits, not guaranteed outcomes.

KEY MESSAGE: Steady, smooth ketone energy + low 80 mg green-tea caffeine + calm focus from L-theanine - with 0 g sugar and 100% natural ingredients.

What to Bring From Home

- Apron and hat; Food Handler's Card
- Any personal items specifically requested by Four Star Demos

Central Market provides the demo table and standard sampling supplies, including portion cups, napkins, gloves and an ice bucket. Follow the Foodie's direction regarding any store-required hair restraint.

Demo Kit - Shipped to Store

PENDING UPDATE: Demo kits have been shipped directly to the Central Market stores. Lexi will provide the kit contents, tracking information and any store-specific contact details when available.

- At check-in, ask the Foodie or store contact for the KEY demo kit.
- Use all approved kit materials and follow any setup reference included in the kit.
- Do not discard reusable campaign materials; return or store them as directed.

Arrival & Store Check-In

- Check in at the Central Market Information Desk and tell them you are conducting the KEY Energy demo.
- Ask for the Foodie, have the Foodie sign the clock-in form and confirm the demo location.
- Locate the KEY demo kit that was shipped to the store.
- Locate all three KEY flavors. Take a shelf selfie and text it to Karen and Lexi; do not upload the selfie to the demo report.
- Take a clear shelf/product photo to upload to the demo report.
- If the product is not already cold, immediately chill at least two cans of each available flavor in the store freezer while you set up.
- Gather the Central Market table, ice bucket, portion cups, beverage napkins and other sampling supplies from the Foodie. Ask for bagged ice.

Demo Setup

- Set up near the product when possible, or in the location assigned by the Foodie.
- Count and record opening inventory separately for Pineapple Passionfruit, Ginger Lime and Grapefruit Peach. Record any unavailable flavor as out of stock.
- Set out the approved KEY demo-kit materials and arrange the station neatly.
- Fill the ice bucket with bagged ice and keep every can used for sampling thoroughly chilled throughout the demo.
- Display product attractively only when store direction and refrigeration requirements allow. Do not leave chilled inventory at room temperature.
- Before opening product, take a clear photo of the completed demo station for the online demo report.
- Wash your hands in a designated handwashing sink and put on gloves.
- Open one can of each available flavor and pour fresh 1 oz samples for each guest as they approach table. Place samples toward the front of the table for guest pickup.

Sampling Procedure

- Invite the shopper to stop. Use Primary Approach, if needed!
- Offer Pineapple Passionfruit first because it is KEY's most popular flavor. Ask which flavor they would like to try next.
- Pour a fresh 1 oz sample and place it at the front of the table for the guest to pick up.
- While the guest tastes, explain KEY's ketones, 80 mg green-tea caffeine, L-theanine, 0 g sugar and all-natural ingredients.
- Ask for feedback, offer the other flavors and note flavor preference or meaningful comments for the demo report.
- Explain when guests commonly use KEY and answer questions using the recommended responses below.
- Direct the shopper to the KEY shelf or display and encourage purchase.

Recommended Guest Approaches

PRIMARY APPROACH: Want to try a new beverage? It gives you sustained energy and mental focus with no crash or jitters. Super clean from ketones - no sugar and 100% natural!

Choose the Approach That Fits the Guest

- 5 seconds: "Have you tried KEY? It's like matcha - green tea, L-theanine and ketones."
- 15 seconds: "KEY is a clean energy drink - like matcha plus ketones. Green-tea caffeine and L-theanine support calm focus, and ketones provide steady fuel. Zero sugar, all natural and less caffeine than a Starbucks latte. Want to try a sample?"
- 30 seconds: "KEY is the first all-natural energy drink powered by ketones. Your body makes ketones when it burns fat, and KEY puts them in the can for real, sustained energy without sugar or jitters. It also has green-tea caffeine and L-theanine for calm focus. People enjoy it at their desk, before a workout or instead of afternoon coffee. Pineapple Passionfruit is our most popular - want to start there?"

Other Ways to Start the Conversation

- Want to try a clean energy drink with low caffeine?
- Want to swap out your coffee for a steady boost without jitters or a crash?
- Want to try the cleanest energy on the market? Zero sugar, all natural and less caffeine than a Starbucks latte.
- Have you heard of ketones? KEY uses ketones instead of sugar as a source of energy.
- For wellness shoppers: It's a clean energy drink for people who do not usually drink energy drinks - made for focus and steady fuel.
- For active shoppers: Think of it as a clean pre-workout that also works at your desk: ketones, green tea and L-theanine.

When People Use KEY

- Instead of morning coffee, or during a mid-morning or afternoon slump
- Before a workout or yoga class; after a workout for recovery support
- During a long workday, demanding shift, study session, long drive or day of errands
- As a clean alternative to an afternoon soda
- Before going out, including as a clean mixer base
- To extend a fasting window (KEY reports that 21% of buyers use it this way)

Common Questions & Approved Responses

“I don't drink energy drinks.”

Totally fair - KEY's founders did not either. KEY is more like matcha: green tea, L-theanine and ketones. It is designed for steady energy and calm focus without jitters or a crash.

“What are ketones?”

Ketones are a natural backup fuel your body makes when it burns fat during fasting or exercise. KEY adds fermented ketones to provide clean energy without a sugar crash. It is the same basic idea associated with keto, but no keto diet is required.

“I'm not into keto.”

You do not have to be. Ketones are simply another fuel source. KEY is keto-friendly, not keto-required.

“Will it give me jitters?”

That is what KEY is designed to avoid. It contains 80 mg caffeine from green tea - less than a Starbucks latte - balanced with L-theanine for calm focus.

“How is it different from Celsius?”

KEY contains 80 mg natural green-tea caffeine, ketones for steady energy and L-theanine for calm focus. KEY's comparison materials cite about 200 mg caffeine for Celsius and emphasize that KEY is all natural with no artificial ingredients.

“Is it safe for kids or during pregnancy?”

KEY contains green-tea caffeine and ketones. Follow the same guidance you would for coffee or matcha, and check with a doctor for pregnancy or for anyone under 18.

Ingredient Reference

Ingredient	What to Say
Avela™ pre-ketones (up to 11.5 g)	KEY's pure, fermented ketones; a source of clean, sustained energy without sugar.
Green-tea caffeine (80 mg)	Natural caffeine; less than a Starbucks latte.
L-theanine	Naturally extracted from green tea; supports calm focus and balances caffeine.
Allulose	A natural sweetener with a taste close to sugar that does not spike blood sugar.
Stevia	A natural sweetener from the stevia leaf.
Other ingredients	Carbonated water, natural flavors, natural citric acid and natural malic acid.

Awards, Certifications & Founder Story

- Best Energy Drink 2025 - AskMen Fitness
- Best Beverage 2025 - Mindful Awards
- KEY's brand materials also feature Best F&B Innovation recognition
- Female founded, queer founded and POC founded

Clean Up, Reporting & Wrap Up

- Count and record closing inventory separately for all three flavors.
- Return unopened product to the shelf and dispose of opened sampling product appropriately.
- Purchase all product opened for sampling with the Divvy card unless Four Star Demos gives different store-specific instructions.
- Upload every receipt to the Bill Spend & Expense app and save each receipt for the online demo report.
- Have the Foodie sign the required Central Market paperwork, including the clock-out form.
- Clean the demo station and return all borrowed Central Market supplies to the Foodie.
- Complete the online demo report with closing inventory, sales by flavor, number of guests sampled, flavor preference, shopper feedback, questions, objections, out-of-stock information and all other required fields.
- Upload the shelf photo, completed demo-station photo and all required receipts to the demo report. Do not upload the in-store selfie.
- Submit the completed demo report before leaving the store.

Demo Flow Checklist

- ☐ Check in at Information Desk; meet Foodie; sign clock-in form
- ☐ Locate shipped KEY kit and all three flavors
- ☐ Text shelf selfie to Karen and Lexi; save shelf photo for report
- ☐ Chill product; gather Central Market table and supplies
- ☐ Count opening inventory; set up kit; photograph station
- ☐ Keep product on ice; pour fresh 1 oz samples
- ☐ Lead with Pineapple Passionfruit and share approved talking points
- ☐ Ask for feedback, offer other flavors and encourage purchase
- ☐ Count closing inventory; purchase opened product; upload receipts
- ☐ Get Foodie signature; clean up; submit online report and photos

Important Product-Claim Guidance

Use the approved language in these instructions. When discussing broader ketone benefits such as recovery, endurance, metabolic health, brain health or appetite suppression, say that research suggests ketones may help; do not promise a medical outcome. Never advise a guest to replace medical care or medication.