OWN BRANDS CHARCUTERIE DIP RECIPE

Italian dry salami, briny olives, mozzarella-provolone and balsamic

DEMO PLAN: Prepare the chilled Charcuterie Dip using the four listed Own Brands products. Keep the finished dip cold and serve small portions in 2 oz cups with sample spoons.

Featured Products and UPCs

Featured Product	Size	UPC
Signature Select Italian Dry Salami		0021130154494
Signature Select Manzanilla Olives		02113000623
Lucerne Mozzarella & Provolone Rustic Cut	8 oz	021130049479
O Organics Balsamic Vinegar of Modena		079893404509

Recipe Flavor Profile

- Overall flavor: Savory Italian dry salami and tangy Manzanilla olives pair with mild, creamy mozzarella-provolone and a bright balsamic finish.
- Texture: Small pieces of salami and olives with shredded cheese; the balsamic brings the ingredients together.
- Serving style: A chilled, savory charcuterie-inspired dip served in small tasting portions.

Approach

- “Hi! We are sampling a savory Charcuterie Dip made with United Own Brands products. Would you like to try it?”
- “It combines Italian dry salami, Manzanilla olives, mozzarella-provolone cheese and balsamic vinegar.”
- “The ingredients are chopped and mixed together for an easy, flavorful party appetizer.”
- After the guest samples, ask which flavor they notice most: the salami, olives, cheese or balsamic.
- If the guest enjoys the recipe, point out the featured ingredients on the table and explain where they are located in the store.

Product Talking Points

- The recipe features four Own Brands products available at The United Family of Stores.
- Signature Select Italian Dry Salami adds a savory, seasoned meat flavor in every bite.
- Signature Select Manzanilla Olives add a briny, tangy contrast and pimento color.
- Lucerne Mozzarella & Provolone Rustic Cut cheese brings a mild, creamy flavor and shredded texture.
- O Organics Balsamic Vinegar of Modena adds a sweet-tart finish that complements the salami and olives.
- The no-cook recipe is quick to assemble and can be served chilled as a party appetizer or snack.

Check In

- At check-in, purchase one featured item using the BILL Divvy card and keep the receipt to document your arrival time. Purchase the remaining featured products at the end of the demo.
- Upload the check-in receipt to the BILL Spend & Expense app. Save a clear receipt photo for the demo report.
- Check in with store management and/or the appropriate department manager. Confirm the approved demo location.
- Locate all four featured products. Take a wide shelf photo showing as much of the product shelf and available inventory as possible. We are not asking for a close-up photo.
- Send Karen the required selfie taken in front of the product shelf, with the shelf clearly visible behind you.
- 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

The United Family stores provide the table, equipment and disposable supplies. Bring these personal items and recipe tools from home:

- Current food handler card and allergen sign
- Apron, hat or hair restraint, and name tag
- Table, tablecloth
- Gloves & napkins
- Cutting board & knife
- Clean food-safe mixing bowl and serving spoon (can get clamshell from food service if you do not have a bowl)
- 2 oz portion cups & sample spoons
- Small measuring/portion cups for ingredients
- Cooler or ice bucket for bagged ice

DO NOT PURCHASE SUPPLIES IN STORE unless approved by Karen. If you do not have a required personal item or recipe tool, notify Karen 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 the four featured packages so guests can identify the ingredients and read the labels. Keep refrigerated products chilled until needed.
- Display the required allergen sign. This recipe contains milk. Direct guests to product labels for complete ingredient and allergen information.
- Display Olives & Balsamic Vinegar, recommend at least 6-8 of each so guests can take them from your table.
- Keep personal items out of sight and store extra product and supplies neatly beneath or behind the table.
- Before removing product for the recipe, count and record the beginning inventory for all four featured products.
- Take a clear picture of the completed demo table before food preparation begins.
- When you remove the salami or cheese from refrigeration, write the date and time removed on the container or a log (HEALTH CODE REQUIREMENT).
- Wash hands at a designated handwashing sink and put on clean gloves before handling ready-to-eat food.

Prepare the Recipe

- Prepare the salami. Cut one row of Signature Select Italian Dry Salami into small squares. Keep the remaining product on bagged ice.
- Prepare the olives. Remove half of the olives from the jar of Signature Select Manzanilla Olives. Chop them into small pieces by making one horizontal cut and one vertical cut through the olives.
- Measure the cheese. Add two 2 oz portion cups of shredded Lucerne Mozzarella & Provolone Rustic Cut cheese (1/2 cup) to a clean mixing bowl.
- Add the chopped salami and olives to the bowl. Pour in one 2 oz portion cup of O Organics Balsamic Vinegar of Modena (1/4 cup).
- Mix gently until the ingredients are distributed throughout. Keep the dip covered and on bagged ice.

Sampling Procedure

- As a guest approaches the table, invite them to sample the Charcuterie Dip.
- Stir the chilled dip gently before portioning so each sample includes a little of each ingredient.
- Place a small tasting portion in a 2 oz portion cup. Do not overfill the cup.
- Place a sample spoon in the cup 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.
- Share the recipe ingredients & product talking points. Direct guests to the package labels for ingredient and allergen details.
- If guests likes recipe, let them know they can view it at FourStatDemos.com Recipe Gallery. They can take the Balsamic Vinegar & Olives from your table and direct them where they can purchase the refrigerated items.

Cold Holding and Food Safety

- Keep the prepared dip and refrigerated salami and cheese on bagged ice in an ice bucket or bowl. Keep the dip chilled throughout the demo.
- Mark the container or log with the date and time the refrigerated products are removed from refrigeration.
- Use clean utensils for preparation and serving. Do not make dietary or allergen claims that are not printed on the product package.

Clean Up and Wrap Up

- Stop sampling at the scheduled end time. Discard any remaining prepared dip.
- Clean the demo table and surrounding area.
- Return shelf-stable unopened, sellable products 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 check-in and final receipts, shelf photos, completed table photo, ending inventory, sales information and customer feedback.
- Report all out-of-stock products, approved substitutions and food-safety issues in the demo report.

IMPORTANT: If a product is out of stock, you have any question about substitutions, or questions about food safety, stop and contact Karen.