OWN BRANDS APPLE PIE DIP RECIPE

Creamy, cinnamon-spiced dip with cinnamon graham crackers and fresh apple

DEMO PLAN: Prepare a chilled apple pie dip with six United Own Brands products. Serve with Signature Select Cinnamon Graham Crackers and, when provided for the demo, fresh apple pieces.

Featured Products and UPCs

Featured Product	Size	UPC
Signature Select Ground Cinnamon	2.37 oz	021130603053
Signature Select Pure Vanilla Extract	1 fl oz	021130584383
Signature Select Apple Pie Filling	21 oz can	021130140718
Signature Select Light Brown Sugar	32 oz (2 lb)	021130250172
Lucerne Whipped Cream Cheese Spread	8 oz	021130043545
Signature Select Cinnamon Graham Crackers	14.4 oz*	021130306190

Recipe Flavor Profile

- **Flavor:** Sweet apple pie filling, warm cinnamon and vanilla blended into tangy, creamy whipped cream cheese.
- **Texture:** Smooth, creamy dip with tender apple pieces; crisp cinnamon graham crackers add crunch.
- **Serving style:** Serve chilled as a dessert dip with cinnamon graham crackers and fresh apple pieces.

Approach

- “Would you like to try our chilled Apple Pie Dip made with United Own Brands products?”
- “It is creamy, lightly spiced with cinnamon and vanilla, and easy to serve with cinnamon graham crackers or apple slices.”
- After the guest samples, point out the featured products and where they are located in the store.

Product Talking Points

- The recipe combines six Own Brands items into an easy no-cook dessert dip.
- Signature Select Cinnamon Graham Crackers provide a crisp, cinnamon-forward dipper.
- The chilled dip can be served for holiday gatherings, parties, snack boards or an easy dessert.

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

Check In

- Immediately purchase one featured item 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 and ask permission to use a food-preparation sink.
- Locate all six featured products. Take a wide shelf photo showing as much of the shelf and available inventory as possible; do not take a close-up.
- Send Karen the required selfie in front of the product shelf, with the shelf clearly visible behind you.
- If any featured product is unavailable, notify Karen promptly. 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, clean tablecloth, apron, hat and gloves
- Large mixing bowl and spatula or serving spoon
- Measuring cup or portion cups for measuring
- Cutting board and knife; fresh apple for dipping when provided for the demo
- 2 oz portion cups and sample spoons
- Ice bucket or bowl with sealed bags of bagged ice

Do not purchase supplies in store. If you do not have the necessary supplies, text Karen before your demo date.

Demo Set Up

- Set up in the location approved by store management, near the featured products when possible.
- Display the shelf-stable featured packages so guests can identify the ingredients and read the labels. You may display an empty container of the refrigerated cream cheese if empty.
- Display the required allergen sign. The recipe includes milk and wheat ingredients; direct guests to package labels for complete allergen information.
- Keep personal items out of sight and store extra product and supplies neatly beneath or behind the table.
- Count and record beginning inventory for all six featured products before removing recipe ingredients.
- Take a clear photo of the completed demo table before food preparation begins.
- When you remove the cream cheese from refrigeration, write the date and time on the container or a log. Keep it on bagged ice during the demo.
- Wash hands at a designated handwashing sink and put on clean gloves before handling ready-to-eat food.

Prepare the Recipe

- **Combine the wet ingredients.** Add the 8 oz container of Lucerne Whipped Cream Cheese Spread, one 21 oz can of Signature Select Apple Pie Filling and one capful of Signature Select Pure Vanilla Extract to a large mixing bowl.
- **Add the remaining ingredients.** Add ¼ of a 2 oz portion cup of ground cinnamon and one 2 oz portion cup of Signature Select Light Brown Sugar.
- **Mix well.** Stir or fold until the ingredients are evenly blended. Keep the apple pieces intact as much as possible. Cover and keep chilled.
- **Prepare the dippers.** Arrange Signature Select Cinnamon Graham Crackers for serving. If a fresh apple is provided for the demo, wash it in a designated food-preparation sink, remove the core, and cut it into bite-size pieces using the photo guide below.



Apple cutting guide: wash → core → slice → cut into bite-size pieces.

Sampling Procedure

- Invite guests to sample the Apple Pie Dip.
- Place a small serving of dip in a 2 oz portion cup. Serve with a cinnamon graham cracker piece; offer a fresh apple piece when available.
- Place the sample and dipper where the guest can pick them up. Never allow guests to serve themselves from a shared container. Change gloves if you hand a sample directly to a guest.
- Share the recipe ingredients and serving suggestions. Direct guests to package labels for complete allergen information.

Cold Holding and Food Safety

- Keep the whipped cream cheese and prepared dip on bagged ice in the ice bucket or bowl. Follow the four-hour time limit for refrigerated items during the demo.
- Mark the container with the date and time it is removed from refrigeration.
- Keep the dip covered when it is not being portioned. Use clean utensils and avoid cross-contact.

Clean Up and Wrap Up

- Stop sampling at the scheduled end time. Discard remaining prepared dip and cut apple pieces.
- Return unopened, sellable shelf-stable featured products to their correct shelf locations.
- Count and record ending inventory for all six 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 receipts, shelf photos, completed table photo, ending inventory, sales information and customer feedback.
- Report out-of-stock products, approved substitutions and food-safety issues in the demo report.