OWN BRANDS SPICY HONEY CRANBERRY CREAM CHEESE BITES

Creamy whipped cheese, tart cranberry and a gentle chili-honey finish on a crisp Saltine

DEMO PLAN: Assemble the no-cook cranberry bites with the featured Own Brands products. Add the optional pecans only at the end and prepare samples shortly before serving to keep Saltines crisp.

Featured Products and UPCs

Featured Product	Size	UPC
Signature Select Saltine Crackers	16 oz	021130306145
Lucerne Whipped Cream Cheese Spread	8 oz	021130043545
Signature Select Whole Berry Cranberry Sauce	14 oz	0201130321513
Signature Select Hot Infused with Chilies Honey	12 oz	02113030939
Open Nature Chopped Pecans	8 oz	079893403434











Recipe Flavor Profile

- Overall flavor: Tangy cream cheese and tart whole-berry cranberry sauce balance the sweet heat of chili-infused honey.
- Texture: Crisp, salty Saltine crackers with creamy cheese, juicy berries and crunchy pecans.
- Serving style: An easy no-cook appetizer assembled just before serving to keep the crackers crisp.

Approach

- “Hi! Would you like to try a Spicy Honey Cranberry Cream Cheese Bite made with United Own Brands products?”
- “It pairs a crisp Signature Select Saltine with whipped cream cheese, whole-berry cranberry sauce and a little chili-infused honey.”
- “It is a quick appetizer idea for holiday gatherings, parties or an easy snack.”
- After the guest samples, ask whether they prefer it with or without the optional chopped pecans.
- Point out the featured products and where guests can find them in the store.

Product Talking Points

- Signature Select Saltines provide a crisp, lightly salted base that pairs well with the creamy and sweet-tart toppings.
- Whipped cream cheese spreads easily and gives the bite a smooth, tangy base.
- Whole berry cranberry sauce adds tart fruit flavor and a festive color.
- Chili-infused honey brings sweetness and a mild heat; drizzle lightly so it complements the cranberry.
- Chopped pecans are an optional finishing touch for added crunch. The recipe needs no cooking and is best assembled shortly before serving.
- Guests can customize each bite with optional pecans and enjoy it as an easy party appetizer, holiday snack or quick savory-sweet treat.

Check In

- At the beginning of the demo, 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 if needed.
- Locate all five 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 shelf selfie by text, 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

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, name tag and gloves
- Small spoon for cranberry sauce (can get from food service)
- Butter knife or spreader for cream cheese (can get from food service)
- 2 oz portion cups or napkins for each sample
- Recipe sign and product display items
- Ice bucket or bowl with sealed bags of bagged ice

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 the shelf-stable featured products so guests can identify the ingredients and read the labels. Keep the cream cheese refrigerated until needed; you may display an empty container if available.
- Place 6-8 units of the crackers, cranberry sauce, chopped pecans & hot honey for guests to take from your table.
- Display the required allergen sign. This recipe contains milk and wheat; pecans contain tree nuts. Direct guests to product labels for complete allergen information.
- Keep personal items out of sight and store extra product and supplies neatly beneath or behind the table.
- Before opening any products, count and record the beginning inventory for all five featured products.

- Take a clear picture 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 (HEALTH CODE REQUIREMENT).
- Wash hands at a designated handwashing sink and put on clean gloves.



Prepare the Recipe

- Spread a thin layer of whipped cream cheese over each Saltine, leaving a small border around the edge.
- Add a small spoonful of whole berry cranberry sauce on top of the cream cheese.
- Drizzle lightly with chili-infused honey. Use a small amount so the honey adds flavor without making the cracker soggy.
- If desired, finish with a few chopped pecans.
- Assemble each sample for each guest. Place napkin in front of demo station for guest to pick up.

Sampling Procedure

- As a guest approaches, invite them to try a Spicy Honey Cranberry Cream Cheese Bite.
- Assemble the sample for the guest, this will also help the Saltine remains crisp.
- Serve one finished bite on a clean napkin or portion cup.
- Offer the pecan topping as optional and let the guest know it contains tree nuts.
- Place sample in front of demo station for guest to pick up.
- Share the product names, flavor balance and easy holiday appetizer idea.

Cold Holding and Food Safety

- Keep the whipped cream cheese on bagged ice while it is out of refrigeration. Follow package directions for opened cranberry sauce and other products.
- Mark the cream cheese container with the date and time it is removed from refrigeration.
- Keep ingredients covered and use clean dedicated utensils. 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.
- Clean the demo table and surrounding area.
- Return unopened, sellable shelf-stable products to their correct shelf locations.
- Count and record the ending inventory for all five featured products.
- Purchase all remaining opened demo products using the BILL Divvy card except what was purchased for check in. 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 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 a question about substitutions, or you have a food-safety question, stop and contact Karen.