SHARED CHEESE AND CRACKER TASTING

DEMO INSTRUCTIONS | UNITED FAMILY OF STORES

DEMO OBJECTIVE
Introduce guests to Grafton Village Cheese Truffle Cheddar, Vermont Farmstead Maple Cheddar and Maple Bacon Cheddar, paired with all three Firehook Artisan Baked Cracker varieties. Offer a simple three-bite tasting, share a short story about each maker, and help guests find all six products in the store.

Featured Products and UPCs

PRODUCT	UPC
Firehook Sea Salt Crackers	811657030360
Firehook Avocado Oil, Sea Salt and Chive Crackers	811657031077
Firehook Rosemary Sea Salt Crackers	811657030377
Grafton Village Cheese Truffle Cheddar	00094395000172
Vermont Farmstead Cheese Maple Cheddar	90810061180473
Vermont Farmstead Maple Bacon Cheddar	00810061180517

The Three-Pair Tasting Flight

Truffle Cheddar
with Firehook Avocado Oil, Sea Salt & Chive
Earthy, savory cheese with the cracker's chive and gentle salt.

Maple Cheddar
with Firehook Rosemary Sea Salt
Tangy-sweet maple cheddar with aromatic rosemary and crisp sea salt.

Maple Bacon Cheddar
with Firehook Classic Sea Salt
Sweet, smoky bacon cheddar with a simple, versatile salted cracker.

About the Makers

GRAFTON VILLAGE CHEESE
A Vermont cheesemaker whose village cheesemaking tradition dates to 1892. Grafton makes handcrafted Cheddars using traditional methods and milk from local farms.

VERMONT FARMSTEAD CHEESE CO.
Founded in 2009 by South Woodstock residents to preserve a local dairy farm. The company now works with regional farms and supports Vermont dairy traditions and communities.

FIREHOOK ARTISAN BAKED CRACKERS
Firehook has focused on artisan baking since 1992, using high-quality ingredients to make crackers with a distinctive, satisfying crunch. The name refers to the iron "fire hook" bakers used to pull bread from an open hearth.

Featured Products and Pairings

Use these short descriptions to introduce each item. Confirm product names and package details against the products stocked at the assigned store.



Firehook Classic Sea Salt

Organic artisan-baked cracker with a sprinkle of sea salt; the most versatile flavor in this flight.

Tasting pairing: Maple Bacon Cheddar



Firehook Rosemary Sea Salt

Organic cracker with delicate rosemary and flaky sea salt.

Tasting pairing: Vermont Farmstead Maple Cheddar



Firehook Avocado Oil, Sea Salt & Chive

Organic cracker baked with avocado oil, savory chives and a touch of sea salt.

Tasting pairing: Grafton Truffle Cheddar



Grafton Village Cheese Truffle Cheddar

Aged Cheddar infused with fresh truffles and truffle oil; nutty, sharp Cheddar notes meet earthy, savory truffle flavor.

Tasting pairing: Firehook Avocado Oil, Sea Salt & Chive



Vermont Farmstead Maple Cheddar

Raw whole milk Cheddar with pure Vermont maple cream; tangy, gently sharp and smooth.

Tasting pairing: Firehook Rosemary Sea Salt



Vermont Farmstead Maple Bacon Cheddar

Cheddar blended with Vermont maple cream, smoked maple syrup and real bacon pieces for a sweet-savory, smoky bite.

Tasting pairing: Firehook Classic Sea Salt

Check In

- Check in with the manager or assigned department contact. Confirm the demo location and verify that all six featured products are in stock. If an item is unavailable, contact Karen.
- Purchase one assigned demo item at check-in using the Divvy card. Save and upload the receipt. Purchase the other products opened for sampling at the end of the demo.
- Take a wide photo of the full shelf/display and record opening inventory for each of the six products. Text the required shelf selfie to Karen with the shelf visible behind you; do not use the selfie in the report.
- Bring your apron, hat, table, tablecloth, name tag, current food handler card and allergen sign.

Supplies

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

- Table& table cloth
- Cutting board & knife
- Gloves & napkins
- Food Handler's Card & Allergen Sign

Demo Set Up

- Set up near the featured products when the store permits. Keep all six packages visible and arrange the three cheese-and-cracker pairings clearly. Use labels or package fronts so guests can identify each product. Display 6-8 containers of each cracker flavor on your table for guests to take.
- Before sampling, take a clear photo of the complete demo station and text it to Karen. Keep unopened cheese refrigerated. Keep prepared cheese covered and chilled on bagged ice; bring out only a small amount at a time.
- Record the date and time each cheese is removed from refrigeration. Follow the store's Time as a Public Health procedure; do not exceed 4 hours. Keep cheese on bagged ice and discard samples at the end of the approved time window or sooner if quality declines.
- Wash hands at the designated handwashing sink before preparing food.

Sampling Procedure

- Cut cheese into small, one-bite pieces. Place one piece on or beside a cracker immediately before serving. Do not pre-plate samples. Keep each cheese separate and use a clean knife, board and serving utensil for each variety.
- Ask guests if they would like to try the recommended pairing. Guest may choose a different pairing or to sample products by themselves.
- Change gloves and clean the work surface between cheeses to reduce allergen cross-contact. Check product labels for allergen questions; cheese contains milk and cracker ingredients/allergens vary by flavor.

KEEP THE TASTING SIMPLE
Offer one small bite for each pairing. Invite guests to notice how the cracker seasoning changes the cheese's flavor and texture.

Guest Talking Points

- This tasting brings together three Vermont cheeses and three organic Firehook crackers. Each pairing is designed to let both products come through.
- Grafton Village Cheese has a Vermont cheesemaking tradition dating to 1892 and makes handcrafted Cheddars using traditional methods.
- Vermont Farmstead Cheese Company began as a community effort to preserve a South Woodstock farm in 2009 and continues to work with farms throughout the region.
- Firehook has made artisan-baked crackers since 1992. The three flavors let guests choose a simple sea-salt cracker, aromatic rosemary, or savory chive.
- Ask: “Which pairing would you serve on a holiday cheese board?” Point guests to the product locations and encourage them to try other combinations at home.

Thanksgiving and Holiday Serving Ideas

FOR THE IN-STORE DEMO
Keep the tasting to the three approved cheese-and-cracker pairings. The ideas below are suggestions guests can use at home; do not add extra toppings or ingredients to the demo unless the office approves them.

- Build a holiday cheese board: arrange the three cheeses with the Firehook cracker flavors, then add sliced apples or pears, dried cranberries, figs, nuts or cranberry chutney at home.
- Use Grafton Truffle Cheddar in Grafton’s Truffle Cheddar Spirals, a savory mushroom-and-cheese roll that can be served as a Thanksgiving appetizer. The recipe is an at-home idea, not part of this demo.
- Serve Vermont Farmstead Maple Cheddar with apple or pear slices, or add it to a post-Thanksgiving turkey sandwich with a crisp rosemary cracker on the side.
- Offer Maple Bacon Cheddar with classic crackers as a sweet-savory addition to a brunch or holiday snack board.

Wrap Up

- Record ending inventory for all six products.
- Use the Divvy card to purchase all products opened for sampling, except the item purchased at check-in. Save and upload the receipt to the Bill spend & expense app and demo report.
- Clean the demo area, return store equipment as directed, and submit the report promptly with inventory, receipts and required photos.

Food Safety and Guest Questions

Check the exact package label for ingredient and allergen details. Do not make medical, nutrition or allergen-free claims. If you are unsure, direct the guest to the package label or store representative.

Product Information Sources

Grafton Village Cheese, About Us and Truffle Cheddar: graftonvillagecheese.com/about-us and graftonvillagecheese.com/product/truffle-cheddar-new

Grafton Truffle Cheddar Spirals recipe: graftonvillagecheese.com/recipe/grafton-truffle-cheddar-spirals

Vermont Farmstead Cheese Company, The Farm: vermontfarmstead.com/pages/the-farm

Firehook company and product descriptions: supplied product and company images.