

MELTING FOREST

FUNCTIONAL SPARKLING BEVERAGE DEMO INSTRUCTIONS

The United Family of Stores

COLD PRODUCT REQUIRED: Chill all cans used for sampling before opening and keep them cold throughout the demo. Serve samples immediately after pouring; never pre-pour samples.

Featured Products

Product	UPC	Flavor Profile
Sparkling Orange Cream Energy	8-50056-40603-1	Orange citrus with a smooth, nostalgic cream finish.
Sparkling Black Cherry Energy	8-50056-40600-0	Rich, deep black cherry with a bold fruit finish.
Sparkling Strawberry Lemonade Energy	8-50056-40602-4	Sweet strawberry balanced by bright, tangy lemonade.
Sparkling Strawberry Lavender D-Stress	8-50056-40604-8	Sweet strawberry with soft, soothing floral lavender notes.
Sparkling Yuzu Lime D-Stress	8-50056-40620-8	Aromatic yuzu and zesty lime; crisp and citrus-forward.
Sparkling Watermelon Elderflower D-Stress	8-50056-40624-6	Juicy watermelon with delicate, floral elderflower notes.



The six featured flavors: three Functional Energy varieties and three caffeine-free Functional D-Stress varieties.

Product Overview & Talking Points

- Melting Forest makes sparkling functional beverages with certified organic mushroom ingredients and adaptogens.
- All six featured varieties are zero sugar, 5 calories per 12 oz can, gluten-free, vegan, kosher, and Non-GMO Project Verified.
- Energy: 150 mg of natural caffeine from green coffee beans per 12 oz can, plus Cordyceps and Lion's Mane. The brand positions the line for focus and endurance.
- D-Stress: caffeine-free and made with Reishi, Lion's Mane, L-Theanine, Rhodiola, and lemon balm. The brand positions the line for calm and clarity.
- Mushrooms are grown and the drinks are produced in the USA.

IMPORTANT: Describe the product and repeat approved package or brand statements. Do not diagnose conditions, promise results, call the beverages a treatment, or advise guests to replace medication or medical care.

About Melting Forest

Melting Forest was created around the idea of “functional fuel”: beverages designed to fit into everyday routines while pairing enjoyable flavor with functional ingredients. The founders came from the holistic-wellness space and expanded into functional mushrooms, adaptogens, and nootropics after seeing growing interest in convenient products for energy, focus, calm, and balance.

The company emphasizes taste as much as function, using certified organic mushroom ingredients and third-party-tested, natural or certified ingredients. Its sparkling beverages are made in the USA and are positioned as approachable wellness drinks rather than medicinal products.

Deeper Dive: Adaptogens, Nootropics & Functional Mushrooms

What Are Adaptogens?

Adaptogens are a broad wellness category of plant- and mushroom-derived ingredients used in formulas intended to help the body maintain balance when facing everyday physical or mental stress. The term describes how an ingredient is used; it does not mean the product is a medication or that every guest will experience the same result.

- Simple guest-friendly explanation: “Adaptogens are ingredients used in wellness products to support the body’s response to everyday stress.”

What Are Nootropics?

Nootropics are ingredients used to support cognitive functions such as focus, alertness, memory, mood, or mental clarity. “Nootropic” is an umbrella term, not a promise of a specific result. In Melting Forest, the brand highlights ingredients such as Lion’s Mane and L-Theanine as part of its focus-and-clarity story.

- Simple guest-friendly explanation: “Nootropics are ingredients commonly used to support focus, clarity, and other cognitive functions.”

What Makes a Mushroom “Functional”?

Functional mushrooms are varieties used for naturally occurring compounds beyond ordinary culinary flavor. Melting Forest uses certified organic mushroom ingredients in non-psychedelic sparkling drinks. The supplied ingredient lists for these six beverages do not list CBD, THC, or psychedelic ingredients.

Key Ingredients by Product Line

Product Line	Key Ingredients	Brand's Function Story
Energy	Natural caffeine from green coffee beans	150 mg per 12 oz can; positioned for sustained energy, focus, and endurance.
Energy	Cordyceps + Lion's Mane	Cordyceps is part of the energy/endurance story; Lion's Mane is highlighted for focus, cognitive function, and mood support.
Energy	L-Theanine, Rosa roxburghii + Panax notoginseng	L-Theanine supports the focus/clarity story; Rosa roxburghii contributes antioxidant positioning; Panax notoginseng is included in the brand's vitality story.
D-Stress	Reishi + Lion's Mane	Reishi is used in the brand's calm-and-balance story; Lion's Mane supports the clarity and mood story.
D-Stress	L-Theanine, Rhodiola + lemon balm	Used in the brand's relaxation, mental-clarity, and fatigue-recovery story. The formula is caffeine-free and described as non-drowsy.
D-Stress	Magnesium + vitamin B6	Additional nutrients listed in the formula and Nutrition Facts; part of the beverage's overall functional formulation.

Helpful Guest Questions

- “Are these psychedelic mushrooms?” No. These are non-psychedelic functional mushroom beverages.
- “Do the D-Stress drinks make you sleepy?” The brand describes them as caffeine-free and non-drowsy, designed for calm and clarity.
- “Will I taste mushrooms?” Lead with the fruit-forward flavor profile. The drinks are formulated as sparkling fruit flavors, not savory mushroom beverages.
- “Which line should I try?” Ask whether the guest wants 150 mg of caffeine for energy and focus or a caffeine-free option for calm and clarity.
- “How quickly does it work?” Individual experiences vary. Do not promise timing or results; invite the guest to judge the flavor and review the label for ingredients.

STAY WITH APPROVED LANGUAGE: Use phrases such as “the brand positions,” “designed to support,” or “commonly used for.” Do not say an ingredient prevents, treats, or cures a condition, and do not promise that a guest will feel a specific effect.

Approach & Conversation Starters

- “Are you looking for a sparkling drink for energy and focus, or a caffeine-free option for calm and clarity?”
- “Which sounds best today: Orange Cream, Black Cherry, Strawberry Lemonade, Strawberry Lavender, Yuzu Lime, or Watermelon Elderflower?”
- “Melting Forest combines bold flavor with functional mushroom ingredients - and every featured flavor has zero sugar and only 5 calories.”
- Ask for feedback: “What do you think of the flavor?” and “Which variety would you choose?”

Check-In

- Check in with the store manager or designated department contact and confirm the approved demo location.
- Purchase one flavor promptly for arrival verification, then upload the receipt to Bill Spend & Expense app and save to upload to report.
- Locate all six featured products. Take a clear shelf photo showing placement, price, and available inventory.
- Take and send the required shelf selfie to Karen. Keep the selfie out of the client-facing demo report.
- Count the starting inventory for each flavor and note any out-of-stock or low-inventory item.

Demo Supplies

Demo Supplies – Bring from Home (DFW locations will have table, portion cups, gloves & napkins)

- Table & table cloth
- Apron, hat & name tag
- Clean insulated cooler or ice bucket
- 2 oz sample cups, Napkins & Gloves
- Allergen Sign
- Food Handler's Card

Chilling & Demo Set Up

- If the product is not already chilled, immediately place unopened sampling cans in a freezer to chill while you are setting up.
- Keep unopened back-up sampling cans cold. Replenish the working cans from the chilled supply as needed.
- Set up a clean, neat table in the approved location.
- Display the featured cans with Energy and D-Stress varieties grouped separately so guests can easily understand the two functions.
- Display enough unopened product for guests to see the choices and take from your table to purchase, without removing so much product that the shelf appears empty.
- Request bagged ice from the market dept. If not available, use produce bags to bag ice from the fountain drink dispenser. If unavailable, purchase ice on the Divvy card.
- Display Allergen Sign.
- Take a picture of your table after set up to upload to demo report.

Sampling Procedure

- Wash hands in the designated handwashing sink.
- Open one of each flavor and place on bagged ice. Keep opened cans cold between pours and discard any product that becomes warm, flat, contaminated, or unappealing.
- Greet each guest and ask whether they prefer Energy or caffeine-free D-Stress, then ask which flavor they would like to try first.
- Before serving an Energy sample, tell the guest that the full 12 oz can contains 150 mg of caffeine.
- Pour approximately 1 oz into a 2 oz sample cup while speaking with the guest. Serve the cup directly to the guest immediately.
- Never prepare multiple samples in advance or leave filled cups unattended on the table.
- If a guest wants another flavor, use a new cup for every flavor sampled.
- Share the appropriate flavor profile and one or two approved product talking points. Invite feedback, let guests know they can take cans from your table, and direct interested guests to the product location.

CAFFEINE AWARENESS: The Energy varieties contain 150 mg caffeine per 12 oz can. Never describe them as caffeine-free. The D-Stress varieties contain 0 mg caffeine.

Clean Up & Wrap Up

- Stop serving at the scheduled end time. Clean and sanitize the demo area and return it to store condition.
- Return unopened sellable product to its correct shelf or display.
- Count ending inventory by flavor and take clear shelf and table photos required for the report.
- Purchase all opened product (other than item purchased for check in).
- Upload both check-in and end receipts to the demo report and the Bill Spend & Expense app.
- Complete and submit the online demo report promptly, including units sold, ending inventory, samples served, guest feedback, photos, and receipts.

Quick Reference

Energy	Orange Cream, Black Cherry, Strawberry Lemonade 150 mg caffeine per 12 oz can
D-Stress	Strawberry Lavender, Yuzu Lime, Watermelon Elderflower caffeine-free
Nutrition	Zero sugar 5 calories per 12 oz can
Sample	Approximately 1 oz in a 2 oz cup; serve immediately
Website	meltingforest.com

Product information source: Melting Forest product materials and meltingforest.com. Always defer to the current package label for ingredients, allergen information, nutrition facts, and warnings.