

RIDICULOUSLY DELICIOUS PEANUT BUTTER

DEMO INSTRUCTIONS

SAMPLE: Open-face multigrain bakery bread topped with Ridiculously Delicious Peanut Butter and a light drizzle of Honey Australia squeeze honey.

Products to Demonstrate

Variety	Package	UPC
Crazy Crunch	13.2 oz	9344081000605
Chunky Crunch	13.2 oz	9344081000513
Super Smooth	13.2 oz	9344081000506

ALLERGEN ALERT: Samples contain peanuts and wheat. Bakery bread may contain or be produced around additional allergens. Keep the allergen sign visible and never tell a guest that a product is allergen-free unless the package specifically states it.

Check In

- Check in at the Information Desk and ask for a Foodie, letting them know you are conducting the Ridiculously Delicious Peanut Butter demo.
- Ask them to sign your Clock In Form. If you do not have a Form, you should purchase one flavor of the Peanut Butter so the receipt can serve as your clock in. Then go to the Information Desk and ask for a Foodie.
- Confirm the demo location and ask where to obtain the Central Market demo table and any store-provided utensils or equipment.
- Locate all three peanut butter varieties. Take a clear shelf photo showing product availability and pricing before setup. Save that picture to upload to your demo report.
- Take a selfie by the shelf and text to Karen (do not upload to the demo report).
- Count and record opening inventory separately for Crazy Crunch, Chunky Crunch, and Super Smooth.
- Obtain the multigrain bread from the bakery and Honey Australia squeeze honey. You will purchase any other opened product at the end of the demo, so save any open containers or packaging.

Demo Supplies

Bring from Home

- Food Handler's Card
- Allergen Sign
- Apron, Hat & Name tag (as required by Central Market)

Purchased from Central Market

- Ridiculously Delicious Peanut Butter: Crazy Crunch, Chunky Crunch, and Super Smooth
- Fresh multigrain bread from the Central Market bakery & Honey Australia squeeze honey

Provided by Central Market

- Central Market demo table and approved table covering
- Cutting board and 4 butter knives (1 to cut the bread & 1 for each peanut butter flavor), napkins, gloves, required hair restraint

Set Up

- Clean and organize the demo area before placing food or utensils on the table.
- Display the three peanut butter varieties neatly with labels facing guests. Place 6-8 jars of each peanut butter for guests to take from your table. Keep unopened sellable product separate from opened sampling jars.
- Place the allergen sign where guests can easily see it before accepting a sample.
- Use a separate, clearly identified knife or spreader for each variety so the textures do not mix.
- Stir each jar slowly before serving. Natural peanut oil separation is normal because the peanut butter is made without processed additives.
- Take a clear photo of the completed demo table before sampling begins.

Prepare and Serve Samples

- Wash hands and put on new disposable gloves before handling bread or preparing samples. Change gloves whenever they become contaminated, torn, or after touching a non-food-contact surface.
- Cut the multigrain bread into small, bite-sized open-face pieces on a clean cutting board.
- Ask guests which flavor they would like to try first. Spread enough peanut butter that guests are able to really taste it since this is the brand we are featuring. Ask guest if they would like a drizzle of honey on top. If so, add a light drizzle of Honey Australia squeeze honey—enough to complement the peanut butter without making the sample messy.
- Place each sample on a napkin in front of demo table for guest to pick up.
- Ask guest for feedback & if they would like to try another flavor, repeating the process.

DUE TO ALLERGEN CONCERNS, MAKE SURE YOUR ALLERGEN SIGN IS DISPLAYED AT ALL TIMES.

DO NOT PREPARE SAMPLES IN ADVANCE. AS YOU PREPARE THE SAMPLES, SAY THE NAME OF THE BRAND SO GUESTS KNOW THEY ARE SAMPLING PEANUT BUTTER.

Approach and Conversation Starters

- “Would you like to try an Australian peanut butter made with golden-roasted peanuts?”
- “Do you prefer super smooth peanut butter or plenty of crunch?”
- “This sample pairs Ridiculously Delicious Peanut Butter with multigrain bakery bread and a drizzle of Australian honey.”
- “Which texture do you like best—Super Smooth, Chunky Crunch, or Crazy Crunch?”

Selling Points

- **Simple ingredients:** golden-roasted peanuts, ground until creamy and lightly salted.
- **No added sugar:** the brand makes its peanut butter without added sugars.
- **No hydrogenated oils or preservatives:** natural peanut oil separation is expected—just stir and enjoy.
- **Three textures:** Super Smooth for a creamy spread, Chunky Crunch for classic texture, and Crazy Crunch for guests who love extra crunch.
- **Versatile:** enjoy on toast, fruit, crackers, oatmeal, smoothies, or straight from the spoon.
- **Australian-made brand:** produced with Australian golden-roasted peanuts.

Food Safety and Allergen Procedures

- Peanuts and wheat are major allergens. Verbally alert guests to the peanut and wheat content before serving.
- Keep original packaging available so ingredient and allergen information can be checked. Refer guests with specific dietary questions to the package label.

Clean Up and Wrap Up

- Stop preparing samples approximately 10 minutes prior to demo end time to allow for clean up & wrap up.
- Clean the table, utensils, cutting board, and surrounding area. Return all Central Market equipment to the designated location.
- Count and record closing inventory separately for each peanut butter variety.
- Take clear closing shelf photo.
- Purchase any open product except item purchased at start of demo (if an item was purchased for clock in).
- Complete the online demo report, including people sampled, sales by variety, opening and closing inventory, guest feedback, and all required photos.
- Obtain the Foodie Lead or manager's required sign-off and check out before leaving the store if you prefer rather than using the receipt as a clock out.

REPORTING REMINDER: Record results separately for Crazy Crunch, Chunky Crunch, and Super Smooth. Include useful guest comments about texture, flavor, and purchase interest—not only general statements such as “guests liked it.”

Brand information: ridiculouslydelicious.com.au