

FOUR STAR DEMOS

BRINGING BRANDS TO LIFE

BRITISH DAIRY DEMO INSTRUCTIONS

The United Family of Stores - Market Street

September 12 and September 19, 2026 | WORKING DRAFT v6

IMPORTANT: YOUR PRODUCT LINEUP VARIES BY STORE

Use the Store Product Schedule in this document. Sample only the products assigned to your store and date. Most demos feature four items from two brands.

Campaign Overview

This shared tasting introduces Market Street guests to a rotating selection of British cheeses, butter and cream. The goal is to help guests compare traditional British styles, understand the flavor differences and find approachable ways to serve each product at home.

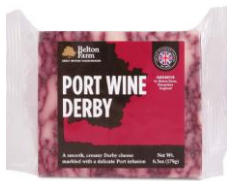
- Your demo may include three or four cheeses, refer to the list in these instructions.
- Keep all dairy products refrigerated and follow Time as a Public Health Control requirements while sampling.

Featured Products and Flavor Profiles

Product	UPC	Guest-Friendly Flavor Profile
Devon Cream Co Creamy British Butter	034463076098	Traditionally churned, smooth and almost silky; lightly salted, golden and easy to spread.
Devon Cream Co English Clotted Cream	034463070119	Silky smooth, luxuriously thick and spoonable; 55% milkfat with no preservatives or additives.
Belton Farm Red Fox	811447030006	Aged Red Leicester with intense sweet, savory and nutty notes, rugged texture and a natural crystal crunch.
Belton Farm Smoked Red Fox	811447030112	Aged Red Leicester naturally smoked 10 hours over oak chips; sweet, savory, gently smoky and naturally crunchy.
Belton Farm Silver Fox	811447030143	Bold vintage cheddar with savory depth, caramel notes, a creamy finish and crunchy salt crystals.
Belton Farm Saxonshire	811447030075	Five layers of Cheddar, Derby, Double Gloucester, Red Leicester and Cheshire; fine, smooth and visually striking.
Belton Farm Port Wine Derby	811447030082	Smooth, creamy Derby marbled with Port; slightly sweet berry finish with blackcurrant undertones.
Wyke Farms Ivy's Reserve Somerset Red	197644917198	Rich and creamy with a nutty tang. Aged 12 months to develop a mellow, moreish character.
Wyke Farms Ivy Vintage Reserve	195893411771	A robust, mature cheddar-style cheese with concentrated savory flavor and a lingering finish.
Godminster Scarlet Red Leicester	888026021977	Nutty and sweet with a tangy hit; firm yet crumbly with a satisfying bite. Matured up to 10 months.
Godminster Middlewick Cheddar	888026021984	Rich, deep and bold with balanced sweet and savory notes. Matured up to 10 months.
Godminster Chili Cheddar	888025003820	Bright, fiery and flecked with chilies; award-winning cheddar aged up to 12 months before infusion for a powerful, distinctive kick.
Isle of Kintyre Garlic Cheddar	888024235048	High-quality mature cheddar blended with authentic garlic and pressed together; savory and aromatic, but not spicy-hot.
Isle of Kintyre Madras Curry Cheddar	888024235017	High-quality mature cheddar blended with authentic Madras curry spices and pressed together; fragrant, warmly spiced and noticeably hot.
Longman's Mature Cheddar - Minimum 9 Months	888025083624	West Country Farmhouse Cheddar, handmade with milk from local herds and typically matured 9 months for a rich, creamy flavor.
Longman's Extra Mature Cheddar	888025083631	West Country Farmhouse Cheddar, handmade with milk from local herds and typically matured 12 months for a rich, strong flavor.

Product Package Photos

Use these package images to identify the correct products in the refrigerated specialty cheese and dairy area.



Belton Farm Port Wine Derby
UPC 811447030082



Belton Farm Red Fox
UPC 811447030006



Belton Farm Saxonshire
UPC 811447030075



Belton Farm Silver Fox
UPC 811447030143



Belton Farm Smoked Red Fox
UPC 811447030112



Devon Cream Co English Clotted Cream
UPC 034463070119



Devon Cream Co Creamy British Butter
UPC 034463076098



Wyke Farms Ivy's Reserve Somerset Red
UPC 197644917198



Longman's Mature Cheddar
UPC 888025083624



Longman's Extra Mature Cheddar
UPC 888025083631

WYKE FARMS IVY VINTAGE RESERVE
Product image was not provided.

Verify UPC 195893411771 before sampling.

About the Producers

Wyke Farms / Ivy's Reserve

Wyke Farms is based in Somerset and has made cheese to a secret family recipe for four generations. Ivy's Reserve is named for Ivy Clothier, whose legacy continues through her family's cheesemaking. The Somerset Red is based on a 100-year-old family recipe, aged for 12 months in traditional wooden boxes and features a hand-drawn portrait of Ivy on the package. The vendor reports that production uses 100% renewable energy and that the product has a carbon-neutral footprint from farm to pack.

Belton Farm

For more than three generations, the Beckett family has championed farming and traditional cheesemaking in Shropshire, England. Belton Farm produces award-winning, handcrafted cheeses with distinctive flavors, textures and carefully managed maturation.

Isle of Kintyre / Inverloch Cheese Co.

One of the early producers of flavor-blended Scottish cheddars. Mature cheddar is combined with authentic herbs and spices, then pressed together. The recipes have changed very little over more than 25 years.

Godminster

Godminster crafts bold English cheeses in Bruton, Somerset. The company uses rich, smooth old English cheddar as the base for its artisan infusions, blending premium ingredients with award-winning cheddar. Its waxed cheeses are designed to preserve freshness; the wax itself is not edible.

Longman's

The Longman family has farmed and made farmhouse cheese for more than 200 years. Its Mature and Extra Mature cheeses are handmade in England's West Country with milk from local herds. They carry Protected Designation of Origin status: the curd is turned by hand, and the milk must come from Somerset, Dorset, Devon or Cornwall.

Coombe Castle / Devon Cream Company

Coombe Castle has exported British cheese and dairy products for more than 40 years. Devon Cream Company has produced cream products for more than 40 years using quality cow's milk. Its clotted cream is gently heated for a thick spoonable texture, while its British butter is traditionally churned from rich cream.

Longman's Product Talking Points

Mature Cheddar

- Typically matured for 9 months for a rich, creamy flavor.
- Handmade West Country Farmhouse Cheddar using milk from local herds.
- Serve on a cheeseboard, slice into sandwiches or grate into favorite cheese dishes.

Extra Mature Cheddar

- Typically matured for 12 months for a richer, stronger flavor than the Mature.
- Handmade West Country Farmhouse Cheddar using milk from local herds.
- Serve on a cheeseboard, slice into sandwiches or grate into favorite cheese dishes.

Both cheeses carry West Country Farmhouse Cheddar PDO status. PDO production requires the curd to be turned by hand and the milk to come from Somerset, Dorset, Devon or Cornwall.

Belton Farm Product Talking Points

Red Fox

An aged Red Leicester matured for more than 16 months. It has an intense, complex combination of sweet, savory and nutty flavors, a firm open texture and a natural maturation crunch. Suggest it for sandwiches, cooking or snacking. Wine pairings: Pinot Grigio or Shiraz.

Smoked Red Fox

A twist on Red Fox, typically aged about 18 months and naturally smoked for 10 hours over oak chips. The smoke is gentle rather than harsh, balancing the cheese's sweet and savory character. The crunch comes from naturally occurring calcium lactate crystals. Suggest it for sandwiches, cooking or snacking. Wine pairing: Gewurztraminer.

Silver Fox

A bold modern British cheddar, typically matured about 18 months and individually graded by master cheesemakers. It combines savory depth, caramel notes, natural salt-crystal crunch and a smooth creamy finish. Made with milk from free-range, grass-fed cows. Suggest it as a snack, in Caesar salad or in macaroni and cheese. Wine pairings: Pinot Grigio or Pinot Noir.

Saxonshire

Five layered British cheeses in one striking piece: Cheddar, Derby, Double Gloucester, Red Leicester and Cheshire. Each layer contributes its own character while the overall texture remains fine and smooth. Matured about six months. Suggest it for cheeseboards, pasta or savory cheese scones. Wine pairing: Chardonnay.

Port Wine Derby

A smooth, creamy Derby cheese with deep ruby Port marbling. The Port is added during cheesemaking for even flavor distribution, creating a slightly sweet berry finish with blackcurrant undertones. Matured three to eight months. Suggest it in cheese sauce for pasta or on an after-dinner cheeseboard. Pair with Zinfandel or Port.

Devon Cream Company Product Talking Points

English Clotted Cream

Made by gently heating full-cream cow's milk until it becomes thick, silky and spoonable. It is 55% milkfat, ready to use, 100% natural and made without preservatives or additives. Serve with strawberries during the demo. At home, suggest spreading it thickly on a warm scone or biscuit with strawberry jam, or spooning it over berries or pie.

Creamy British Butter

Made from rich cream from cows grazing on British countryside grass, then traditionally churned. It has a smooth, almost silky texture, light saltiness, golden color and easy spreadability. Serve on crusty bread during the demo. At home, suggest it on warm toast or freshly baked biscuits.

Ivy's Reserve Somerset Red Talking Points

- Rich and creamy with a nutty tang, then mellow and moreish after 12 months of aging.
- Crafted in Somerset from a century-old family recipe and named for Ivy Clothier; her hand-drawn portrait appears on the package.
- Try it with crackers and chutney, in a favorite family dinner or in a rich cheese quiche. More recipes are available at www.ivys-reserve.com.
- The vendor identifies this cheese as vegetarian. Guests should still review the exact package for current ingredients and dietary information.

Isle of Kintyre Product Talking Points

Garlic Cheddar

- Made by adding authentic garlic to high-quality mature cheddar, then pressing the cheese together.
- Savory and aromatic rather than spicy-hot. Suggest it with crackers, in grilled sandwiches, on burgers or grated over baked potatoes.

Madras Curry Cheddar

- Made by blending high-quality mature cheddar with fragrant Madras curry spices, then pressing the cheese together.

- Warmly spiced with noticeable heat. Suggest it with crackers or naan, on burgers, in grilled sandwiches or on a snack board.

Godminster Product Talking Points

Scarlet Red Leicester

- Nutty and sweet with a tangy hit, a firm yet crumbly texture and a satisfying bite. Matured up to 10 months.
- Suggest it for cheeseboards, sandwiches, burgers or melting into savory recipes.

Middlewick Cheddar

- Rich, deep and bold, with balanced sweet and savory notes. Matured up to 10 months.
- Suggest it for cheeseboards, sandwiches, macaroni and cheese or grating over soups.

Chili Cheddar

- Bright, fiery and flecked with chilies. Godminster ages its award-winning cheddar up to 12 months before infusing it with chilies for a powerful, distinctive kick.
- Suggest it with crackers, on burgers, in grilled sandwiches or grated over eggs or baked potatoes. Let guests know this is the spiciest Godminster selection in the demo.
- If the purchased cheese is waxed, remove all wax before cutting or serving; the wax is not edible.

Approach

- Invite each guest to taste the complete group assigned to your store. Share one short flavor description at a time, then ask what the guest notices before moving to the next item.
- Devon and Ivy pairing: Begin with the butter on a small piece of crusty bread, then clotted cream with strawberry. Follow with Ivy Somerset Red and Ivy Vintage Reserve so guests move from creamy dairy flavors into the two Somerset cheeses.
- Isle of Kintyre and Belton pairing: Start with Garlic Cheddar, continue to Saxonshire, then Red Fox, and finish with Madras Curry Cheddar. This moves from aromatic to layered, aged and finally spicy.
- Godminster and Belton pairing: Compare Scarlet Red Leicester with Middlewick Cheddar first. Follow with Silver Fox for its aged crunch, then Port Wine Derby for a creamy, slightly sweet finish.
- Longman's and Belton pairing: Taste Longman's Mature before Extra Mature, then compare the stronger cheddar with Smoked Red Fox and finish with the sweeter Port Wine Derby.
- Three-cheese Longman's and Godminster pairing: Begin with Longman's Mature, move to Extra Mature, and finish with Godminster Chili Cheddar. Let guests know the chili cheese has the most heat.
- Do not overwhelm guests with every fact. Use the detailed talking points when a guest shows interest or asks a question.

Building the Conversation

Use the guest's reaction to guide what you share next. A simple pattern is: describe, ask, connect and invite.

- Describe: Give one approachable cue, such as creamy, nutty, smoky, layered, garlicky, sweet or spicy.
- Ask: Try, "What flavor stands out to you?" "Do you prefer a creamier or stronger cheese?" or "How does the second cheese compare with the first?"
- Connect: Recommend the next item based on the response. For example: "If you liked that aged flavor, try the Extra Mature or Silver Fox next." "If you prefer something milder, try Saxonshire." "If you enjoy heat, finish with the Madras Curry or Chili Cheddar."
- Invite: Close with a serving idea and help the guest locate the product: "This would be great on a cheeseboard or in a grilled sandwich. The packages are in the refrigerated display right here."

Pairing Conversation Examples

- Devon and Ivy: “The butter is lightly salted and silky, while the clotted cream is thick and rich. Which do you prefer? Now try the Somerset Red and notice how the creamy texture carries into a nutty cheese.”
- Isle of Kintyre and Belton: “Do you prefer the savory garlic or the warmer curry spice? If you like bold flavor without heat, Red Fox gives you an aged, nutty option.”
- Godminster and Belton: “Which do you prefer: the tangy Scarlet Red Leicester or the deeper Middlewick Cheddar? Silver Fox adds an aged crunch, while Port Wine Derby finishes slightly sweeter.”
- Longman's pairings: “The Mature is creamy and rounded; the Extra Mature is stronger. Which age profile do you prefer? From there, try Smoked Red Fox for smoke, Port Wine Derby for sweetness or Godminster Chili for heat.”

Easy Serving Ideas

Style	Ways to Enjoy
Mature and vintage cheddars	Cheeseboards, sandwiches, burgers, macaroni and cheese, gratins or grated over soups.
Red Leicester / Somerset Red	Cheeseboards, sandwiches, toasties, burgers or melted into savory recipes.
Garlic, curry or chili cheddar	Crackers, naan or flatbread, burgers, baked potatoes, eggs, grilled sandwiches or snack boards.
Smoked cheese	Cheeseboards, burgers, grilled cheese, baked potatoes or paired with chutney.
Port Wine Derby	Cheeseboards, crackers, fruit and festive entertaining.
Clotted cream	Spoon onto strawberries; at home, also serve with scones, jam, fruit or desserts.
Salted cream butter	Spread on crusty bread; use at home for toast, vegetables, cooking or finishing warm dishes.

Check-In and Product Purchase

- Check in with the manager on duty or deli/cheese department manager. Ask where to set up and confirm all assigned products are available.
- Purchase one assigned demo item promptly for arrival verification using the Divvy card. Upload the receipt to the Bill Spend & Expense app and save the receipt for the online demo report.
- Take a clear shelf/display photo and count the opening inventory of every featured demo item before beginning.
- Send Karen the required check-in selfie at the product shelf. Do not use selfies in the client-facing report.
- Do not purchase the remaining products at check-in. Purchase all other items opened for sampling at the end of the demo.

Demo Supplies

- Table, table cloth, apron, hat & food handler's card.
- Cutting board, knife, gloves, napkins, toothpicks and cupcake liners. Cupcake liners or napkins are preferred for cheese samples. *DFW Supply areas should have disposable supplies for the demos.*

Bring or Purchase for Every Demo

- Ice bucket or attractive non-breakable bowl for bagged ice.
- Clear food-service clamshell containers with lids for prepared cheese. Use a separate clamshell for each cheese. *Get these from the Food Service area in store.*
- A small, non-breakable floral arrangement is recommended to make the table inviting.

Additional Supplies for Devon Demos

- Plastic butter knife for the butter; spoon for the clotted cream; portion cups; and separate cutting board and knife for strawberries. Extra forks or spoons for guests to sample clotted cream.
- Crusty bread or baguette and strawberries (purchased in store), as assigned in the store schedule.
- A separate clear clamshell with lid for the rinsed and quartered strawberries.

Demo Set Up

- Set up as close to the assigned refrigerated product as possible so guests can easily find the products.
- Do not display unopened or opened dairy products on the table. Once an entire package has been used for samples, the empty packaging may be displayed with the label facing guests.
- Place each prepared cheese (cubed/sample pieces) in a clear clamshell, close the lid and keep the clamshell on bagged ice in the ice bucket or bowl. Arrange the ice neatly so the display looks clean and inviting.
- Do not cut cheese and leave it uncovered at the front of the demo station at room temperature. Keep prepared cheese covered and chilled, then serve each guest as the guest approaches.
- If Ivy's Reserve Somerset Red is difficult to cut directly from refrigeration, allow only the portion being prepared to stand for about 20 minutes before cutting. Record when it was removed and keep it within the approved Time as a Public Health Control window.
- For butter demos, ask the bakery to slice a baguette or other crusty bread. Cut the slices into smaller sample-size pieces if needed. Use only enough bread to showcase the butter; the butter is the featured product.
- For clotted cream demos, ask the produce department where the strawberries may be rinsed. Use the designated produce-preparation sink; never use a handwashing sink or three-compartment wash sink. Quarter the rinsed strawberries, place them in their separate closed clamshell and keep the clamshell on ice.

Sampling Procedure

- Wash hands in the designated handwashing sink.
- Follow Time as a Public Health Control guidelines and write the date and time each product is removed from refrigeration on the packaging or approved log.
- Cut cheese into small one- or two-bite pieces & place in the clear clamshell so they are ready to serve when guests approach. Serve one piece on a napkin or in a cupcake liner with a toothpick.
- For Devon Creamy British Butter, spread a small amount on a bite-size piece of crusty bread and place on a napkin or cupcake liner. For Devon English Clotted Cream, place a small spoonful with one quartered strawberry in a portion cup and provide a spoon or tasting fork.
- Use a separate utensil and clearly identified clamshell for every flavor to prevent cross-contact, especially garlic, curry, chili, smoked and port-wine cheeses.
- Discard samples that exceed the approved time limit or become warm, dry or unappealing.

Allergen and Guest Questions

- All featured products contain milk. Bread may contain wheat and other allergens. Confirm ingredients on the exact packages purchased before answering ingredient, vegetarian, gluten-free or other dietary questions.
- The supplied U.S. product sheets identify all five Belton Farm cheeses and both Devon Cream Company products as gluten-free. The five Belton cheeses use vegetarian microbial rennet. Always direct guests to the package label for the final purchasing decision.
- Do not make medical or allergen-free claims. When uncertain, invite the guest to review the package label.

Clean Up and Wrap Up

- Stop sampling with enough time to complete ending inventory. Count and record ending inventory for every assigned product and take a clear ending shelf/display photo.
- Using the Divvy card, purchase every item opened for sampling during the demo other than the one item purchased at check-in. Upload the ending receipt to the Bill Spend & Expense app, save both receipts for the online demo report and submit the report promptly.

Store Product Schedule

Use the date and store number below to identify the exact products to sample together. The schedule is reproduced from the client-provided September 2026 demo schedule.

September 12/13 Weekend

Store	Products to Sample Together
688	Devon Salted Cream Butter + crusty bread • Devon English Clotted Cream + strawberries • Wyke Farms Ivy Somerset Red • Wyke Farms Ivy Vintage Reserve
517	Isle of Kintyre Garlic Cheddar • Isle of Kintyre Madras Curry Cheddar • Belton Farm Saxonshire • Belton Farm Red Fox
565	Godminster Scarlet Red Leicester • Godminster Middlewick Cheddar • Belton Farm Vintage Silver Fox • Belton Farm Port Wine Derby
685	Longman's Mature - minimum 9 months • Longman's Extra Mature • Belton Farm Smoked Red Fox • Belton Farm Port Wine Derby
927	Devon Salted Cream Butter + crusty bread • Devon English Clotted Cream + strawberries • Wyke Farms Ivy Somerset Red • Wyke Farms Ivy Vintage Reserve
560	Isle of Kintyre Garlic Cheddar • Isle of Kintyre Madras Curry Cheddar • Belton Farm Saxonshire • Belton Farm Red Fox
562	Godminster Scarlet Red Leicester • Godminster Middlewick Cheddar • Belton Farm Vintage Silver Fox • Belton Farm Port Wine Derby
566	Longman's Mature - minimum 9 months • Longman's Extra Mature • Godminster Chili Cheddar
921	Devon Salted Cream Butter + crusty bread • Devon English Clotted Cream + strawberries • Wyke Farms Ivy Somerset Red • Wyke Farms Ivy Vintage Reserve
561	Isle of Kintyre Garlic Cheddar • Isle of Kintyre Madras Curry Cheddar • Belton Farm Saxonshire • Belton Farm Red Fox
563	Godminster Scarlet Red Leicester • Godminster Middlewick Cheddar • Belton Farm Vintage Silver Fox • Belton Farm Port Wine Derby
696	Longman's Mature - minimum 9 months • Longman's Extra Mature • Godminster Chili Cheddar

September 19/20 Weekend

Store	Products to Sample Together
688	Isle of Kintyre Garlic Cheddar • Isle of Kintyre Madras Curry Cheddar • Belton Farm Saxonshire • Belton Farm Red Fox
517	Godminster Scarlet Red Leicester • Godminster Middlewick Cheddar • Belton Farm Vintage Silver Fox • Belton Farm Port Wine Derby
565	Longman's Mature - minimum 9 months • Longman's Extra Mature • Belton Farm Smoked Red Fox • Belton Farm Port Wine Derby
685	Devon Salted Cream Butter + crusty bread • Devon English Clotted Cream + strawberries • Wyke Farms Ivy Somerset Red • Wyke Farms Ivy Vintage Reserve
927	Isle of Kintyre Garlic Cheddar • Isle of Kintyre Madras Curry Cheddar • Belton Farm Saxonshire • Belton Farm Red Fox
560	Godminster Scarlet Red Leicester • Godminster Middlewick Cheddar • Belton Farm Vintage Silver Fox • Belton Farm Port Wine Derby
562	Longman's Mature - minimum 9 months • Longman's Extra Mature • Godminster Chili Cheddar
566	Devon Salted Cream Butter + crusty bread • Devon English Clotted Cream + strawberries • Wyke Farms Ivy Somerset Red • Wyke Farms Ivy Vintage Reserve
921	Isle of Kintyre Garlic Cheddar • Isle of Kintyre Madras Curry Cheddar • Belton Farm Saxonshire • Belton Farm Red Fox
561	Godminster Scarlet Red Leicester • Godminster Middlewick Cheddar • Belton Farm Vintage Silver Fox • Belton Farm Port Wine Derby
563	Longman's Mature - minimum 9 months • Longman's Extra Mature • Godminster Chili Cheddar
696	Devon Salted Cream Butter + crusty bread • Devon English Clotted Cream + strawberries • Wyke Farms Ivy Somerset Red • Wyke Farms Ivy Vintage Reserve

Research Sources Used for Instructions

<https://www.wykefarms.com/>

<https://scotchcheese.com/isle-of-kintyre/>

<https://www.godminster.com/>

<https://longmancheese.co.uk/>

<https://www.coombecastle.com/brands/belton-farm/>

<https://www.coombecastle.com/product-range-2025/>

Vendor presentation: Longman's West Country Farmhouse Cheddar (LC67)