

PRODUCT ALLOWANCE: \$35



Goal: Sell 15 units of product if stock is available

Talking Points

1. Nature's Fynd is a new vegan foods company made with Fy.
 - Fy is a nutritional fungi protein.
 - Fy is a complete, vegan protein with all 20 essential amino acids.
2. Our Meatless Breakfast Patties have 75% less fat than traditional pork sausage.
3. Our Dairy-Free Cream Cheese is nut-free, soy-free and gluten-free.
4. Fy is fungi-based and is made through a fermentation process - similar to how sourdough bread is made with a sourdough starter.
5. Fy is better for the environment. At scale, Fy uses 99% less water, and emits 94% fewer greenhouse gases than traditional agriculture.

Featured Products	Size	UPC Code
Nature's Fynd Meatless Breakfast Patties – Original	6 pk	8-60004-04475-8
Nature's Fynd Dairy-Free Cream Cheese	8 oz	8-60004-04470-3
Alternate Products	Size	UPC Code
Nature's Fynd Dairy-Free Fy Yogurt – Strawberry	5.3 oz	8-60004-04473-4
Nature's Fynd Dairy-Free Fy Yogurt – Peach	5.3 oz	8-60004-04474-1
Nature's Fynd Dairy-Free Fy Yogurt – Vanilla	5.3 oz	8-60004-04472-7

Equipment & Supplies Needed	Event Kit Contents (Shipped to Store)
<ul style="list-style-type: none"> • Gloves – REQUIRED • Sneeze Guard – REQUIRED for Cooking Demos • Face Mask – SEE STORE POLICY • Metal Tray • Skillet • Bowl of Ice • Cutting Board / Knife • Sample Cups • Forks 	<ul style="list-style-type: none"> • Fact Cards • Coupons <p><i>Look for the event kit in the Demo Zone or ask a Store Team Leader. It should have a bright green label stating "Hold for Interactions Demo"</i></p>

Set Up & Sampling Instructions

1. Write product name and price on chalkboard neatly.
2. [Meatless Breakfast Patties]
 - Retrieve and purchase any 365 brand cooking oil from the store shelves to use for cooking.
 - Pre-heat skillet over medium heat and generously coat the skillet with oil.
 - Cook meatless patties for 2-3 minutes on one side.
 - Flip patties and cook for an additional 2-3 minutes.
 - Only cook patties until very lightly browned (no hard crusting) – do not overcook.
 - Once fully cooked, cut each cooked patty into quarters and serve in sample cups.
3. [Dairy-Free Cream Cheese]
 - Retrieve and purchase any brand of Bagel Chips to use for sampling.
 - Spread about 1 tsp of cream cheese on a bagel chip and serve on a napkin.
4. Place sample on the metal tray for customer to take. Do not hand sample directly to customer. Do not prepare samples ahead of time!
5. Take note of customer comments about the product (likes, dislikes, etc.) to submit in your recap
6. Save each empty package to purchase at the end of your shift.

Break Down & Check Out Sampling Instructions

1. Unplug any appliances used and let them cool if needed.
2. Clean and sanitize all demo equipment & supplies, let dry then return to demo cabinet.
3. Refer to Event Procedures for detailed cleaning instructions & FAQ's.
4. Clean and sanitize the demo cart and return to demo zone.
 - Do not leave anything in the demo cart
5. At the end of your shift, you will purchase the featured products with a maximum spending limit of \$35.
 - Make sure to select **DEBIT** when making purchases
 - Do not exceed the maximum spending limit
6. Make sure to save all receipts and submit them with your Event Receipt Form at the end of your shift.
7. If you've reached your maximum spending limit, spend the remaining time on your shift performing an educational demo.

Example of Cart Display:

