



Superior  
Brands Group

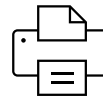


# BAR-S Training Manual



## BEFORE YOUR DEMO

- **Read** Training Manual
- **Laundry** and press sampling attire
- **Gather** items to bring from home
- **Print** Recap Form & Allergen Card
- **Check** the event date, time & location  
given by your supervisor



### Pre-call Instructions:

- Call the store and ask for the Grocery Manager
- Call early in the morning between 7am-9am two to three days ahead of your demo
- Listen for the Manager's name when they answer and make a note of it on Recap Form
- Hi, my name's \_\_\_\_\_ with Superior Brands Group. I'll be running a demo in your store on (day of week) and I'm calling to check if you have the products in stock. I'll be sampling **BAR-S**. May I give you the UPC to look up?

## WHAT TO BRING FROM HOME

### Bring From Home

- ☐ Current Food Handler Certification
- ☐ Table (4' long preferred)
- ☐ Black fabric tablecloth (covering table legs all the way to the floor preferred)
- ☐ Training Manual (e-copy ok)
- ☐ Allergen Card
- ☐ Recap Form
- ☐ Serving tray
- ☐ Knife
- ☐ Ice Bucket
- ☐ Pen
- ☐ Small trash can and liner
- ☐ Smart Phone to take photos

### Sampling Attire

- ☐ Black ballcap, no logos
- ☐ Long hair tied back
- ☐ Black or white polo shirt, no logos (or SBG logo)
- ☐ Black slacks (no yoga pants)
- ☐ Black apron, no logos (optional but preferred)
- ☐ Name Badge
- ☐ Closed-toe shoes

## ALLERGEN CARD

### MUST BE PRINTED AND DISPLAYED

- An allergen card listing the 9 major allergens must be completed using allergen information from the **CONTAINS** statement on the ingredient listing.
- The discard time, which is 2 hours after preparation, must be written on the back of the card.

**DISCARD AT:**  
(ENTER TIME TWO HOURS AFTER PREPARATION)

**FOOD ALLERGY  
NOTICE**  
**PLEASE BE ADVISED THAT  
FOOD PREPARED HERE MAY  
CONTAIN THESE INGREDIENTS:  
MILK, EGGS, WHEAT, SOYBEAN,  
PEANUTS, TREE NUTS, FISH  
AND SHELLFISH**

## ARRIVING AT THE STORE

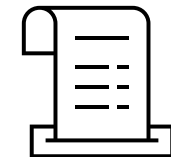
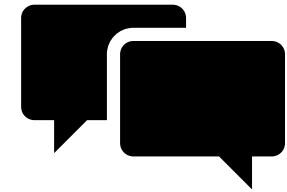
Upon arrival check in with the store manager and alert them you are there to promote **BAR-S**.

2 cases for the demo will have been delivered for the event.

- Request set up location near product location.
- Request product backstock for selling from table.
- Request ice from seafood department for ice bucket to keep products chilled.

### Set up your table

- Make a nice display of **BAR-S** products.
- Place products on the table for display, preferably from backstock.
- Take initial inventory of all listed SKU's on recap form.
- Wash hands before starting work.
- Purchase your sample product at the end of your demo by bringing up your empty containers to the front. This way you only purchase what you used for sampling.



# FEATURED PRODUCTS

Featured Products	UPC	Price	# of Units to Buy	Samples obtained via
BAR-S 2lb Deli Style Ham	000159019079	\$9.99	Up to 2	Brand Ambassador Purchase
King’s Hawaiian Rolls		\$4.49	Up to 2	Brand Ambassador Purchase
Simply Done Napkins		\$3.49	1	Brand Ambassador Purchase

You may purchase more of the other featured item(s) if one of the flavors is out of stock.

**PURCHASES NOT TO EXCEED \$37.00 including tax.**

Purchase your sample product at the end of your demo by bringing up your empty containers to the front. This way you only purchase what you used for sampling.





# Product Features



Bar-S Deli Style Smoked Ham is a 97% fat free, water-added, sliced lunchmeat made from quality USDA-inspected ham. It has a tender bite and a mild, smoky flavor.

Along with an easy-open, resealable pouch for consumer convenience, the package is vacuum-sealed to retain a longer shelf life and maximum freshness. The two-pound package contains about 24 slices of ham, which is a great size for families as well as the dedicated ham lover.



<b>PRODUCT NAME</b>	Bar-S 2 lbs. Deli Style Smoked Ham
<b>UPC CODE</b>	015900190799
<b>CASE CODE</b>	50015900190794
<b>LB PER PKG</b>	2 lbs.
<b># PKG PER CASE</b>	12
<b>LB PER CASE</b>	24 lbs.
<b>LB PER PALLET</b>	2160 lbs.
<b>CASES PER PALLET</b>	90
<b>TI x HI</b>	10 x 9
<b>CASE CUBE</b>	0.598
<b>PKG DIMENSIONS</b>	L 6.75" x W 4.5" x H 2"
<b>CASE DIMENSIONS</b>	L 15.38" x W 10.75" x H 6.25"
<b>GROSS CASE WEIGHT</b>	26.5 lbs.
<b>NET CASE WEIGHT</b>	24 lbs.

<b>Nutrition Facts</b>		Amount/serving	%DV*	Amount/serving	%DV*
Serving Size 1 Slice (37g)		<b>Total Fat</b> 1g	<b>2%</b>	<b>Total Carb.</b> 2g	<b>1%</b>
Servings Per Container About 24		Sat. Fat 0g	0%	Dietary Fiber 0g	0%
<b>Calories 40</b>		Trans Fat 0g		Sugars 1g	
Calories from Fat 10		<b>Cholest.</b> 15mg	<b>5%</b>	<b>Protein</b> 5g	
*Percent Daily Values (DV) are based on a 2,000 calorie diet.		<b>Sodium</b> 310mg	<b>13%</b>		
Vitamin A 0% • Vitamin C 0% • Calcium 0% • Iron 2%					

**CURED WITH:**  
Water, Dextrose, Modified Corn Starch, 2% or less of the following: Salt, Potassium Lactate, Potassium Acetate, Sodium Diacetate, Sodium Phosphates, Potassium Chloride, Flavorings, Sodium Erythorbate, Sodium Nitrite.



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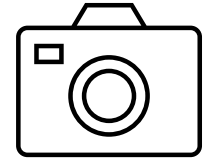
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# Demo Setup

Please set up your demo stand with these elements and send a picture of the stand with you behind it to your Supervisor with your recap. This is REQUIRED. Set up at the front of the store if permitted and sell product directly from your table.

Sampling Attire: black ballcap no logos, black apron no logos, name badge, white or black collared shirt or polo

Serving Tray for samples



Product display on ice

Table with Black Fabric Tablecloth

Allergen Card

Trash Can

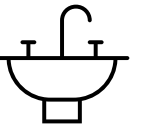




## FOOD HANDLING GUIDELINES

### GENERAL GUIDELINES:

- Associates must wash their hands frequently and always wear disposable gloves when preparing or handling samples. Follow all guidelines according to your Food Handler's Training.
- Associates' bare hands shall not contact food samples.
- **NEVER** use out-of-code product(s) for sampling purposes.
- Sample domes, utensils, cutting boards, and storage containers, that are used to prepare and store samples, **MUST** be properly washed, rinsed, and sanitized before and after each use.
- A copy of the sample food's ingredients must be obtained and made available to the customer upon request.
- **Samples must be contained in a small plastic cup or wrapped in bakery tissue and handed to the customer.**



# RUN THE DEMO

## GREET THE CUSTOMER

Good morning/afternoon, welcome! Today I'm promoting **BAR-S**. You can find it on Aisle \_\_\_\_ for just \$\_\_\_\_. (Always check the shelf tag for price at the store).

- ✓ Cut Hawaiian Roll in half and place a slice of ham inside. Close roll and set it on a napkin on the serving tray for the customer.
- ✓ Use this time to share the main features and benefits.
- ✓ ***Take 3 photos per store including interaction photos!***
- ✓ ***Change out gloves every 30 minutes.***

## SHARE

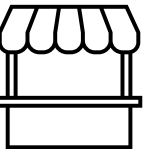
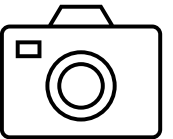
"Today I'm promoting **BAR-S**. Would you like a sample?"

## MAIN FEATURES AND BENEFITS

- Quality taste and value for the customer
- Great for lunches and quick snacks
  - ✓ ***Take 3 photos per store including interaction photos!***

## SELL

Would you like to take some BAR-S ham home with you for the weekend?



# SAMPLING AND SALES GOALS

## Sampling goal

- 100 samples of **BAR-S Ham**

## Sales Goals:

- 50 units of **BAR-S Ham**



## WRAP UP

### WRAP UP AND TEAR DOWN

- ☐ Take Final Inventory and record on recap form
- ☐ Write down 3 customer comments verbatim on recap
- ☐ **NEVER take any sample product or purchased product out of the store with you.**
- ☐ **Clean up, breakdown your table and leave your area as you found it.**
- ☐ Get store stamp and Manager signature on recap form

### RECAP

Submit your Recap within 24 hours of event.

- ☐ Complete all questions
- ☐ 3 Demo Photos: you behind your setup table, happy customers
- ☐ Clear photo of entire receipt, required for reimbursement

*Thank you!*

