

BEEF. ITS WHAT'S FOR DINNER. RECIPE DEMO - FALL

This demo is designed to boost sales while helping shoppers acquire a new lunch idea that is easy, nutritious and quick to prepare. The demo highlights common products from across the store and can be executed near the meat case for easy access to ingredients. Make sure to promote the recipe demo hours in ad, online and with instore signage.

Instructions for Roast Beef & Veggie Wrap recipe demo:

1. Assemble cooking and sampling supplies for demo table:
 - Measuring cups
 - Mixing bowls – medium and small
 - Forks and knife
 - Cutting board
 - Spatula
 - Paper towels
 - Gloves
 - Small disposable plates
 - Napkins
 - Hand sanitizer
2. Set up demo near a refrigerated bunker case if possible to hold ingredients – Broccoli Slaw; Reduced-fat Ranch Dressing; Reduced-fat Cream Cheese and Tortillas.
3. Gather all ingredients (this is enough for making a double recipe which makes approx. 60 1-inch sample sizes):
 - 24 oz. cooked deli roast beef, sliced thin
 - 4 cups shredded broccoli slaw
 - 1 tsp. jarred chopped garlic
 - 1 bottle reduced-fat or fat-free ranch dressing
 - 1 cup reduced-fat cream cheese, softened
 - 18 flour medium tortillas, (8-10-inch diameter)
4. Assemble recipe per instructions below – (NOTE: recipe takes approx. 15 minutes to complete)
5. Sample Recipe, distribute recipe card and provide **key talking points** to shoppers:
 - Want to change up the traditional Roast Beef Sandwich? Try it as a wrap with some broccoli Slaw that parents and kids will both love.
 - Convenient ingredients like deli Roast Beef, broccoli slaw and prepared salad dressing make this a quick and easy recipe for lunch on the go.
 - The lean Roast Beef provides essential nutrients like protein, zinc, iron and B vitamins to help fuel busy parents and kids.
6. Measure the effectiveness of the demo by tracking the following:
 - Sales of key recipe ingredients, compared to prior month, same time period of the prior year and for 2 weeks following the demo.
 - Feedback from shoppers.

Roast Beef & Veggie Wraps

Makes 4 servings

INGREDIENTS

12 ounces cooked beef roast or deli roast beef, thinly sliced
2 cups shredded broccoli slaw
6 tablespoons reduced-fat or fat-free ranch dressing, divided
1/2 cup reduced-fat or fat-free cream cheese, softened
4 flour medium tortillas (8 to 10-inch diameter)

COOKING

1. Mix broccoli slaw and 1/4 cup ranch dressing in medium bowl; mix with 2 forks to coat evenly.
2. Combine cream cheese and remaining 2 tablespoons ranch dressing in small bowl; mix well with rubber spatula.
3. Place tortilla on cutting board or other flat surface. Spread about 2-1/2 tbsp. cream cheese mixture on tortilla using a rubber spatula.
4. Top cream cheese with 1/4 roast beef slices in an even layer.
5. Place approximately 1/3 cup of broccoli mixture on roast beef. Using rubber spatula or back of a spoon, spread broccoli mixture in an even layer.
6. Starting at the bottom edge, roll tortilla up tightly to enclose filling.
7. Repeat steps 3 through 6 to make 3 remaining wraps.
8. Adult help needed: Using a knife, cut wraps crosswise into 1-1/2-inch wide pieces or cut diagonally in half.

Nutrition information per serving: 511 Calories; 15g Total Fat; 5g Saturated Fat; 6g Monounsaturated Fat; 90mg cholesterol; 857mg Sodium; 52g Total carbohydrate; 39g Protein; 5.7mg Iron; 12.3mg Niacin; 0.4mg Vitamin B6; 1.8mcg Vitamin B12; 5.4mg Zinc; 48.9mcg Selenium; 6.2g Fiber

