

Baked Goods Sampling Guidelines

Eligible Items for Sampling

- Cookies, cheesecakes, and brownies may be sampled in stores.
- These items should be cut into quarter portions (1/4 pieces) for sampling.
- Cupcakes should not be sampled due to messiness and difficulty portioning cleanly.

Sample Preparation

- Use the bottom of a large platter as the sampling surface. This allows the lid to be placed on top when the samples need to be refrigerated.
- Place each sample portion in a soufflé cup to maintain cleanliness and prevent drying out.
- Sampling trays should not be left out on the counter for extended periods of time.
 - Recommend a maximum of 30 minutes out at a time before returning the tray to refrigeration.

Refrigeration & Placement

- Please do not place sample tray in the Display Cooler, stores must return samples to the back-of-house refrigerator between sampling periods.
- Staff should bring the tray out as needed for guest engagement, then promptly return it to refrigeration to maintain product quality and safety.

Food Safety & Shelf Life

- To ensure optimal quality and avoid stale or crusty edges from repeated temperature changes:
 - **Samples should not be used beyond 24 hours** from the time they are cut.
 - Discard earlier if texture begins to dry out or appearance declines.
- Avoid repeated cycles of *out* → *back in refrigeration* → *out again* as this accelerates drying and negatively impacts presentation.
- Use gloves and a sanitized knife/cutting board when portioning samples.

Presentation & Guest Interaction

- Sampling trays should look clean, tidy, and inviting.
- Staff should monitor the tray, replenish as needed, and keep the area clean.
- When offering a sample, staff should share a short description and encourage purchase.

Additional Notes

- Follow all standard food safety practices outlined in store training.
- Sampling should never interfere with production or impede guest service flow.