



# COOKING MATTERS AT THE STORE

## POP-UP TOUR TOOLKIT

# POP-UP TOURS

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A pop-up tour is a unique way of leading a Cooking Matters at the Store tour outside of a grocery store. The tour allows participants to learn how to shop for healthy foods on budget in a workshop, as opposed to in a store.

## THE BENEFITS OF OFFERING A POP-UP TOUR

Challenges with transportation, childcare, or organizing very large groups can make tours at a grocery store difficult or impossible. A pop-up tour is a standalone class that takes place in any location outside of the grocery store. The pop-up tour only requires a room for setting up props. This toolkit will provide you with instructions and templates to create everything you need to implement a pop-up tour using the portable pop-up tour kit. The kit can also be used in place of the grocery store tour during the 5<sup>th</sup> week of Cooking Matters six-week courses, for training new tour facilitators, for conferences, etc.

Benefits of pop-up tours include:

- Allows for a convenient space for discussion
- Enables facilitators to provide activities and food taste tests
- Provides a quiet space where participants can hear the facilitator, which is beneficial for low-literacy individuals or groups that use an interpreter
- Eliminates the need for transportation to a different site
- Allows groups to schedule the tour at the most convenient time for their audience

## USING THIS TOOLKIT

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**The pop-up tour kit is intended to be used in conjunction with other Cooking Matters at the Store materials.** The tour facilitator should be trained to lead tours (either through the online learning space or at an in-person training) prior to leading a tour. The Cooking Matters at the Store *Facilitator Talking Points* flipbook book should still be used for a pop-up tour and will provide you with the appropriate questions to ask and information to share during your tour. The materials provided in this toolkit will help you to create the physical props needed for a pop-up tour, but *the educational information shared during the tour should remain the same as with any tour you might run in an actual grocery store.*

### Directions for using this toolkit:

- **Print and laminate** double-sided, color copies of the *Complete Set of Labels* document. Each label in this selection has an image of the product, retail price, unit price, nutrition facts label, and a list of ingredients. The labels cover all sections of the store discussed in the pop-up tour.
- **Follow** the Pop-Up Tour Facilitator Timeline to pair tour talking points with the various labels and handouts included in this toolkit. Use in conjunction with the *Facilitator Talking Points* flipbook.
- **Print and laminate** the *Additional Handouts* document to create a set of visuals, which are tips for how to navigate the grocery store, an image of MyPlate, a seasonal produce chart, and an additional unit price handout.
- **Print, cut and laminate** a single-sided copy of the *\$10 Challenge Cards* document. Use these cards with a printed copy of the *\$10 Challenge Examples* document and directions for implementing the \$10 challenge in this toolkit.
- **Follow** the instructions on how to create the kit and how to create any optional props (e.g., yogurt sugar overload and a whole grain pillow).
- **Assemble your kit** using images of how the labels and props fit into one medium-sized container/bin that can easily be carried along to the location of your tour.
- **Customize** the templates for meal cards and product labels so that you may create additional labels to better cater your tour to your participants' interests or cultural preferences.

# IMPLEMENTING A SUCCESSFUL POP-UP TOUR

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As with all Cooking Matters at the Store tours, creating a welcoming atmosphere and ensuring that the content is learner-centered remains a top priority. Tour facilitators should familiarize themselves with the pop-up tour kit materials so they are prepared to use their resources when responding to participants' questions.

## **TIMING**

When leading a pop-up tour, different factors may affect the amount of time available for your tour. The Pop-Up Tour Facilitator Timeline presents the topics in order of priority, so that the four key objectives are covered within the first 30 minutes. Additional time provides the opportunity to examine other sections of the store, answer questions and reinforce the lessons learned.

## **LOCATION**

When leading a pop-up tour, choose a location that is convenient for your participants. A room that is quiet and has adequate seating will help facilitate discussion.

## **PARTICIPANT FOCUS**

The ideal size for a pop-up tour is a group of 10-30 participants. Since timing may not allow one to cover every label and topic provided, it's recommended that the tour facilitator ask questions of the participants to assess the interests and current eating habits of the group. After following the Pop-Up Tour Facilitator Timeline and covering the key topics for the first 30 minutes, the tour facilitator may pick and choose different labels or sections based on participant questions, habits, dietary concerns, or cultural preferences in order to better cater the tour to their audience.

# MAKING POP-UP TOURS MORE INTERACTIVE

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The product labels in this toolkit were designed to let participants interact with the labels in a similar way that they would interact with a product on the shelf in a grocery store. The product picture and price information is on the front and the nutrition panel and ingredient list on the back. There are enough labels in each category so that individuals or pairs can hold a label and practice interacting with the different pieces of information. Although the labels and handouts in this toolkit provide all the props you need to teach each of the four key lessons, you may want to incorporate some physical props and/or taste tests into your pop-up tour to make the tour even more interactive.

## PHYSICAL PROPS

Having a few empty containers and packages available for participants can be a great conversation starter. Use physical examples such as:

- Canned fruit, one in 100% juice and one in heavy syrup
- Canned vegetables or beans, one low sodium and one not
- Various sizes of milk containers
- Different cartons of yogurt with varying amounts of sugar (see yogurt sugar overload)
- Various cereal boxes

## TASTE TESTS AND SAMPLES

If it is practical to provide food during your pop-up tour you might find that it is a good way to keep participants engaged and give them an opportunity to try some healthy foods. Make sure you practice safe food handling and storage!

- See if participants prefer fresh, frozen (but thawed), or canned pineapple
- Test their ability to tell the difference between whole, low-fat, and non-fat milk
- Offer a taste test of WIC-approved whole grain cereals OR whole grain snacks/crackers
- Sample Southwest black-eyed pea and corn salad recipe as a lean protein option



## IMPLEMENTING THE \$10 CHALLENGE

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As it is not possible to conduct a traditional \$10 challenge activity outside of a grocery store, materials to facilitate an alternate \$10 challenge are included in the toolkit to provide participants an opportunity to practice meal-building skills. Using the \$10 challenge cards and the \$10 meal examples, participants will be able to see how easy it is to create a meal for under \$10 and they will leave the tour with ideas for healthy, affordable meals to make at home. We recommend bringing \$10 grocery store gift cards to give to the participants upon completion of this activity. If bringing gift cards, be sure to check with the site to learn where participants normally shop and try to buy accordingly.

To prepare for the activity, print out both the *\$10 Challenge Cards* document and the *\$10 Challenge Examples* document. You may also consider bringing a store circular to supplement the activity with current sale items.

During the activity, discuss with participants the challenges in making a meal for under \$10. Pass out the cards and allow individuals or groups to create a healthy meal for a family of four for under \$10, using at least three food groups. You may have each individual or group share their meal and ask other participants what they might do differently if they were to make the same meal at home.

### **Option 1:**

- Participants work individually and use the pantry and produce cards to create a healthy meal for 4 for under \$10, using at least 3 food groups.
- Participants share the meals ideas and brainstorm more ideas as a large group

### **Option 2:**

- Participants work in small groups and use 5 pantry cards and 5 produce cards to create a meal for 4 for under \$10, using at least 3 food groups
- Groups then swap some cards for others to create multiple different meals

The Pop-up Tour Kit also provides \$10 meal examples, which show the cost per serving and the cost per recipe for popular Cooking Matters meals. These can be used to engage participants in a conversation about meal planning, using ingredients across different meals, and keep a well-stocked pantry.

# POP-UP TOUR FACILITATOR TIMELINE

TALKING POINTS	POP-UP KIT VISUALS TO USE
<b>INTRODUCTION</b>	
Reference <i>Facilitator Talking Points</i> flipbook “Front of the Store” section	
MyPlate discussion	<ul style="list-style-type: none"> <li>• MyPlate Poster</li> </ul>
Shopping Strategies	<ul style="list-style-type: none"> <li>• Store Perimeter Poster</li> <li>• Example of a store circular</li> </ul>
<b>PRODUCE</b>	
Reference <i>Facilitator Talking Points</i> flipbook “Fresh Produce”, “Canned Produce”, and “Frozen Produce” sections	
Pros/Cons of Fresh, Frozen, Canned Produce	<ul style="list-style-type: none"> <li>• <i>Optional activity:</i> Taste test of fresh, frozen, and canned fruit</li> <li>• <i>Compare:</i> fresh, frozen &amp; canned carrots labels</li> <li>• <i>Compare:</i> fresh, frozen &amp; canned peaches labels</li> </ul>
Seasonality of produce	<ul style="list-style-type: none"> <li>• <i>Seasonality Chart Poster</i></li> </ul>
Beware added ingredients in frozen and canned products	<ul style="list-style-type: none"> <li>• <i>Examples: Canned peaches in syrup, Canned carrots (with salt), Mixed vegetables in teriyaki sauce</i></li> </ul>
Unit prices: What form of produce is cheapest?	<ul style="list-style-type: none"> <li>• <i>Compare: Fresh, frozen &amp; canned carrots labels</i></li> <li>• <i>Compare: Fresh, frozen &amp; canned peaches labels</i></li> </ul>
Unit prices: Buying in bulk	<ul style="list-style-type: none"> <li>• <i>Compare: 5 lb. bag of carrots vs. 1 lb. bag of carrots</i></li> </ul>
Unit prices: Convenience produce vs. whole produce	<ul style="list-style-type: none"> <li>• <i>Compare: Shredded carrots vs. baby carrots vs. 1 lb. bag of carrots</i></li> </ul>
<b>GRAINS (General)</b>	
Reference <i>Facilitator Talking Points</i> flipbook “Bread or Other Grains” section	
Benefits of whole grains	<ul style="list-style-type: none"> <li>• <i>Optional prop: Whole grain pillow or model</i></li> </ul>
Whole grain options: What grain products can we buy whole grain?	<ul style="list-style-type: none"> <li>• <i>Whole wheat pasta, pita bread and tortillas</i></li> <li>• <i>Whole grain crackers, cereals and bread</i></li> </ul>
Checking ingredients: Identifying a whole grain	<ul style="list-style-type: none"> <li>• <i>Whole grains: Whole wheat pasta, whole wheat tortillas, etc.</i></li> </ul>
Benefits of fiber	<ul style="list-style-type: none"> <li>• <i>Labels HIGH in fiber: Raisin Bran, Mini Wheats, whole wheat pasta</i></li> <li>• <i>Labels with NO fiber: Back to Nature Crackers, Ritz Crackers</i></li> </ul>
<b>GRAINS: Bread</b>	
Reference <i>Facilitator Talking Points</i> flipbook “Bread or Other Grains” section	
Not all brown breads are whole grains	<ul style="list-style-type: none"> <li>• <i>NON whole grain labels: Arnold Oat Bran Bread, S&amp;S Multigrain Bread</i></li> </ul>
Reading nutrition facts labels: Examine serving size	<ul style="list-style-type: none"> <li>• <i>Use any bread label – all have a serving size of 1 slice</i></li> </ul>
Benefits of fiber	<ul style="list-style-type: none"> <li>• <i>Compare: Country White Bread vs. S&amp;S Whole Wheat Bread</i></li> </ul>
<b>GRAINS: Cereal &amp; Oatmeal</b>	
Reference <i>Facilitator Talking Points</i> flipbook “Cereal” section	
Checking ingredients: Identifying a whole grain	<ul style="list-style-type: none"> <li>• <i>Compare: Froot Loops vs. Cheerios</i></li> </ul>
Unit prices	<ul style="list-style-type: none"> <li>• <i>Compare: Quaker Oats (42 oz.) vs. Quaker Oats individual packages</i></li> <li>• <i>Compare: Froot Loops vs. Mini Wheats</i></li> </ul>
Saving money on whole grains: Buying store brands	<ul style="list-style-type: none"> <li>• <i>Compare: Cheerios vs. Oats &amp; O's Store Brand</i></li> <li>• <i>Compare: Quaker Oats vs. S&amp;S Store Brand Oats</i></li> </ul>
Reading nutrition facts labels: Fiber & sugar content	<ul style="list-style-type: none"> <li>• <i>Compare: Quaker Oats Maple &amp; Brown Sugar Packets vs. Froot Loops (same fiber and sugar)</i></li> <li>• <i>Compare: Mini Wheats &amp; Raisin Bran (similar fiber, different sugar)</i></li> </ul>
<b>*END OF 30 MINUTES*</b>	

# POP-UP TOUR FACILITATOR TIMELINE

TALKING POINTS	POP-UP KIT VISUALS TO USE
<b>GRAINS: Crackers</b>	
Reference <i>Facilitator Talking Points</i> flipbook “Bread or Other Grains” section	
Checking ingredients: Identifying a whole grain	<ul style="list-style-type: none"> <li>Whole grain examples: <i>Wheat Thins, Triscuits</i></li> <li>NON whole grain examples: <i>Ritz &amp; Ritz with fiber, Back to Nature Crackers, Keebler Peanut Butter Crackers</i></li> </ul>
Reading nutrition facts labels: Examine serving size	<ul style="list-style-type: none"> <li>Compare: <i>Wheat Thins vs. Ritz Crackers</i></li> </ul>
Reading nutrition facts labels: Fiber	<ul style="list-style-type: none"> <li>Compare: <i>Triscuits vs. Back to Nature Crackers</i></li> </ul>
<b>DAIRY: Milk</b>	
Reference <i>Facilitator Talking Points</i> flipbook “Dairy” section	
Unit Prices: Buying in bulk	<ul style="list-style-type: none"> <li>Unit prices with milk poster</li> <li>Compare: <i>Pint, Quart vs. Gallon of Milk</i></li> </ul>
Choosing low-fat dairy products	<ul style="list-style-type: none"> <li>Compare: <i>Gallon of fat free, 1%, 2%, and whole milk</i></li> </ul>
Choosing dairy products with less sugar	<ul style="list-style-type: none"> <li>Compare: <i>Pint of Fat Free Regular Milk &amp; Pint of Fat Free Chocolate Milk</i></li> </ul>
<b>DAIRY: Yogurt</b>	
Reference <i>Facilitator Talking Points</i> flipbook “Dairy” section	
Reading nutrition facts labels: Examine serving size	<ul style="list-style-type: none"> <li>Compare: <i>32 oz. tub of vanilla yogurt vs. Yoplait Whips vs. Dannon with Fruit</i></li> </ul>
Choosing dairy products with less sugar	<ul style="list-style-type: none"> <li>Optional prop: <i>Yogurt sugar overload</i></li> <li>Compare: <i>Plain Chobani yogurt vs. YoCrunch Oreo vs. Dannon with Fruit</i></li> </ul>
<b>PROTEIN</b>	
Reference <i>Facilitator Talking Points</i> flipbook “Meat, Fish and Poultry” and “Canned Produce” sections	
Beware added ingredients in frozen and canned products	<ul style="list-style-type: none"> <li>Compare: <i>Tuna canned in oil vs. tuna canned in water</i></li> <li>Compare: <i>Black beans vs. Low Sodium Black Beans</i></li> </ul>
Unit Prices: Frozen vs. Fresh	<ul style="list-style-type: none"> <li>Compare: <i>Frozen vs. fresh tilapia</i></li> </ul>
Unit Price: Convenience products	<ul style="list-style-type: none"> <li>Compare: <i>Ground beef vs. ground beef patties</i></li> </ul>
Choosing low fat protein options	<ul style="list-style-type: none"> <li>Example labels of low fat protein: <i>Black beans, tilapia, tuna</i></li> </ul>
Choosing Lean Meats	<ul style="list-style-type: none"> <li>Compare: <i>80%, 85%, and 93% lean ground beef</i></li> </ul>
Saving Money on Lean Meats	<ul style="list-style-type: none"> <li>Compare: <i>93% lean ground beef vs. 93% lean ground turkey</i></li> </ul>
<b>*END OF 1 HOUR*</b>	
<b>MISCELLANEOUS</b>	
Reference <i>Facilitator Talking Points</i> flipbook “Skill” sections	
Beware added ingredients in frozen and canned products	<ul style="list-style-type: none"> <li>Compare sodium and sugar: <i>Hunts Canned Tomato Sauce vs. Classico Tomato &amp; Basil Sauce</i></li> </ul>
Reading nutrition facts labels: Examine serving size	<ul style="list-style-type: none"> <li>Example: <i>Digiorno Four Cheese Pizza</i></li> </ul>
Reading nutrition facts labels: Fat & Sodium	<ul style="list-style-type: none"> <li>Examples: <i>Digiorno Four Cheese Pizza, Lunchables Pizza with Pepperoni</i></li> </ul>
<b>\$10 Challenge</b>	
Reference <i>Facilitator Talking Points</i> flipbook “Activity: \$10 Challenge”	
Examples of \$10 Meals	<ul style="list-style-type: none"> <li>Posters of <i>\$10 Meal Examples</i></li> </ul>
Build a \$10 Meal Activity	<ul style="list-style-type: none"> <li>Option 1: <i>Participants work individually, then share with the group</i></li> <li>Option 2: <i>Participants work in small groups</i></li> </ul>
<b>*END OF 1.5 HOURS*</b>	



# PREPARING THE LABELS AND HANDOUTS

This toolkit includes over 70 ready-to-print product labels and handouts including

- Fresh, frozen, and canned carrots
- Fresh, frozen, and canned peaches
- Various sizes and types of milk
- Various sizes and types of yogurt
- Bread, cereals, and crackers
- Dried and canned beans
- Fresh, frozen, and canned fish
- Ground meats of varying fat content
- Beverages
- Convenience foods
- MyPlate
- Photos of end-of-aisle displays, the cereal aisle, and the departments on the perimeter
- Unit price comparison of milk sizes

The toolkit pictured below has all labels printed in color, double-sided, and laminated. Labels are sorted by store section and stored in 9x12 envelopes. Consider adding a color coded dot sticker to each handout within a section so that you can easily sort labels back into the correct envelop. You have the option to create address labels printed with WIC-approved logos to place on products included in your state's WIC approved food guide.

WIC  
Approved  
Sticker (logos  
vary by state)



Color-coded  
stickers,  
numbered  
for each  
section

# ASSEMBLING YOUR POP-UP TOUR KIT

A complete pop-up tour kit, including additional props and visual aids, can fit within a plastic container approximately 12" x 12" x 17".

## Canned:

Pineapple in 100% Juice; Pineapple in Heavy Syrup  
Black Beans; Black Beans Low Sodium



## Laminated Labels:

(organized in envelopes by section)

## Cereal Boxes:

Large Box of Cheerios  
6 Single Serving  
Varied Sugary Cereals

## Milk Cartons:

1 Gallon Nonfat,  
Half gallon 2%  
Quart Whole

## ADDITIONAL PROP EXAMPLE: SUGAR OVERLOAD

Supplementing your pop-up tour with additional props and visual aids may help participants grasp key concepts. Although you can compare grams of sugar between different products, most participants can't visualize quantities of sugar that are measured in grams. In this prop, sugar packets are taped end-to-end to create a visual comparison between four types of yogurt.



### FACILITATING A CONVERSATION ABOUT SUGAR IN YOGURT

Ask participants questions about the type of yogurt they typically buy, what nutrients they think yogurt might be high or low in, etc. Use the yogurt labels from the toolkit so participants can examine the nutrition facts. Share with the participants that four grams of sugar is approximately 1 teaspoon of sugar, the same amount that is in one packet of sugar. Remind participants to check the serving size of each yogurt container as it varies by brand.

### CREATING THIS PROP

- Use at least 4 types of yogurt with various different sugar amounts
- Vary brands, Greek vs. non-Greek, yogurt “for kids,” plain vs. fruit flavored
- Tape together sugar packets (1 per 4g of sugar) for each yogurt used

## ADDITIONAL PROP EXAMPLE: WHOLE GRAIN MODEL

Using the labels provided in this toolkit for bread, cereal, and crackers you can help participants learn how to identify whole grain products. Many participants may ask for an explanation of what a whole grain is and why it is important. A model of a whole grain can be useful when offering your explanation.



### FACILITATING A CONVERSATION ABOUT WHOLE GRAINS

Ask participants questions about why they think whole grains are important and why they think we are encouraged to eat foods that contain fiber. Share the differences between whole grains, enriched grains, and refined grains. Encourage participants to make *half* their grains each day whole grains.

### CREATING THIS PROP

- Sew together burlap (or other scratchy material) into a round, pillow shape for the bran. Leave an opening.
- Purchase stuffing for use as the endosperm.
- Sew together a small seed-shaped pillow for the germ.