

GLOVER'S SMOKED SALSA

Brookshire Grocery Company DEMO INSTRUCTIONS



Featured Products

Product	UPC	Heat Level	Flavor Profile
Glover's Smoked Salsa	860014141904	Traditional	Classic salsa roja with genuine hickory-smoked flavor; approachable and familiar, with smoke as the standout.
Glover's Smoked Salsa HOT	860014141911	Hot	The same hickory-smoked base with heat that builds with each bite and is felt more at the back of the throat.

SERVING METHOD

Serve both flavors throughout the entire demo with El Patio tortilla chips purchased in the store.

About Glover's Smoked Salsa

- Family-owned and founded in Tyler, Texas; made in small batches in Rusk, Texas.
- GO TEXAN certified and genuinely hickory-smoked—not simply flavored with chipotle peppers to imitate smoke.
- The distinctive smoked flavor works beyond chips. Suggest eggs, tacos, burgers, grilled meats or crock-pot salsa chicken tacos.

Check-In & Product Purchase

- Check in with the Manager on Duty or Department Manager and ask where to set up the demo table.
- Using the Divvy card, purchase one jar of Glover's Smoked Salsa for check-in.
- Upload the check-in receipt to the Bill Spend & Expense app and save it to upload to the demo report.
- Take a selfie by the Glover's Smoked Salsa shelf and immediately text it to Karen.
- Take a clear, wide photo showing as much of the full shelf as possible for the demo report.
- Count and record beginning inventory for both flavors.

Demo Supplies

- Table, tablecloth, apron, hat, Food Handler's Card and allergen sign
- Glover's Smoked Salsa Traditional and Hot
- Two plastic serving spoons—one for each flavor. Can obtain from the food-service area.
- Portion cups, gloves and napkins

Demo Set Up

- Display the allergen sign where guests can easily see it and direct guests to the package labels for ingredient and allergen information.
- Place the Traditional and Hot salsas side by side and clearly label each flavor so guests can tell them apart.
- Use a separate dedicated spoon for each flavor to prevent mixing the salsas.
- Recommend displaying at least 6–8 jars of each flavor on the table so guests can take a jar immediately after sampling. Replenish the display as needed.

FOUR STAR DEMOS BRINGING BRANDS TO LIFE

- Create a clean, stable shelf fully beneath the table using baskets or milk crates for demo supplies and extra salsa.
- Keep unopened backstock organized and maintain a clean, uncluttered serving area.

Preparing & Serving Samples

- Wash hands in the designated handwashing sink. Put on fresh gloves before handling ready-to-eat food and change gloves whenever they become contaminated.
- Open both jars and serve both flavors throughout the entire demo. Keep each jar with its own dedicated plastic spoon and close the lid between sampling periods.
- Prepare samples only as guests approach—do not pre-portion samples in advance.
- Place one El Patio tortilla chip in a portion cup and spoon a tasting amount of salsa onto the chip. Keep the salsa as the featured product without overserving.
- Place the finished sample at the front of the demo station for the guest to pick up. Do not hand the cup directly to the guest.
- Use a new portion cup and a new El Patio chip for every flavor sampled.

Flavor Profiles & Product Talking Points

- **Traditional — Classic smoked flavor:** A familiar salsa roja with genuine hickory smoke as the standout. This is a good starting point for a guest who has not tried smoked salsa before.
- **Hot — Building heat:** The same smoked base with heat that builds with every bite. Tell guests before they taste it that the heat is more at the back of the throat than an immediate upfront burn.
- Unlike many salsas that get a smoky note from chipotle peppers, Glover's Smoked Salsa is genuinely hickory-smoked.
- Glover's Smoked Salsa is a Tyler, Texas product—family-owned and founded in Tyler, with the salsa made in small batches in Rusk, Texas.
- Easy meal idea: slow-cook chicken breasts with Glover's Smoked Salsa and broth, shred the chicken and serve in tortillas with cheese, cilantro and onion. Use Hot for a spicier version.

Approach & Guest Interaction

- Approach guests with: "We have Traditional and Hot Glover's Smoked Salsa today. Would you like to try one or compare both?"
- Ask whether the guest has tried a genuinely smoked salsa before and explain the hickory-smoked difference.
- Offer both flavors, but clearly explain the Hot flavor's building heat before serving it.
- Ask which flavor the guest prefers and record useful preference trends in the demo report.
- If the guest likes the salsa, invite them to take a jar from the table and tell them where additional jars are located in the store.

Clean Up & Wrap Up

- Stop serving early enough to clean the demo area and return it to the condition in which you found it.
- Count and record closing inventory for both flavors.
- Return unopened sellable products to the shelf and dispose of all opened samples and trash properly.
- Do not save or refrigerate opened salsa after the demo. Using the Divvy card, purchase every jar opened during the demo except the jar already purchased at check-in and purchase any additional bag of El Patio chips opened for sampling.
- Upload the closing purchase receipt to the Bill Spend & Expense app and to the demo report.
- Complete and submit the online demo report with all required photos, receipts, inventory and guest feedback.