

Torcatha BBQ Sauce Demo Instructions

CENTRAL MARKET



Featured Products

Product	Heat Level	Squirt Bottle	UPC
Torcatha BBQ Sauce Cullach Beag	Mild	White	19928425138000
Torcatha BBQ Sauce Original	Medium	Black Fire Department	19764420902600
Torcatha BBQ Sauce Spiosrach	Spicy	Red	198168570791

Pronunciation Guide

Name	Say It
Torcatha	TORE-KATH-AH
Cullach Beag	KUL-LICK-BAGE (bage rhymes loosely with egg or leg)
Spiosrach	SPEAR-OH-SHROCK

Demo Objective

Introduce guests to Torcatha's family of award-winning Texas barbecue sauces, help each guest find the right heat level and convert a warm sausage-bite sample into an in-store purchase. The sausage is the sampling carrier; Torcatha must remain the featured flavor.

Critical Food Safety Targets

Cold Sausage	Initial Heating or Cooking	Hot Holding
41°F or colder	Fully cooked: 140°F Raw substitute: 160°F	Maintain sliced sausage at 140°F or above

- Heat and temperature-check the sausage whole. Move it to a clean, sanitized cutting board before slicing.
- Use the Central Market time and temperature log and follow the Foodie's required recording frequency.

About Torcatha

Torcatha is a firefighter-owned Texas barbecue sauce company built around family, service and a recipe created by founder David McCulley's father more than 40 years ago. David served the sauce to his firefighter family for years before turning it into a brand. Original began with his father's recipe, Spìosrach was created for David's love of heat and Cullach Beag was made for his mother, who loves the flavor but prefers less heat.

Torcatha means "Battle Boar" in Scots Gaelic. The brand's motto is Vi et Animo: Strength, Courage, Discipline.

Flavor Profiles

Cullach Beag Mild

- Full barbecue flavor with gentle heat for guests who want flavor without the burn.
- The white squirt bottle is used for Cullach Beag Mild.

Torcatha Original Medium

- Balanced and versatile with an approachable kick driven primarily by black pepper and bold up-front heat.
- The black Fire Department squirt bottle is used for Original.

Spìosrach Spicy

- Begins sweet, moves into savory and smoky notes and finishes with delayed back-of-the-throat cayenne heat.
- The red squirt bottle is used for Spìosrach Spicy.

Product Talking Points

- Firefighter-owned and made in Texas. The owner, David McCulley is a firefighter in San Antonio.
- A genuine family recipe offered in three clearly defined heat levels. The original began with David's father's 40 year old family recipe and the other sauces expanded it into a family of heat levels.
- More than 30 awards across national and international competitions.
- Premium 19.8-ounce glass bottles suitable for home cooking, entertaining and gifting.
- Versatile beyond barbecue: wings, burgers, meatloaf, pizza, sandwiches, grilled meats, smoked cream cheese, dipping and glazing.
- Torcatha sauces are also sold in France and on the French Riviera.

Approach

- Invite the guest: "Would you like to try an award-winning, firefighter-owned Texas barbecue sauce? We have mild, medium and spicy."
- Ask which heat level the guest usually prefers before preparing the sample.
- If the guest wants to compare flavors, offer another sample in a separate cup.
- Ask if guest normally uses barbecue sauce for grilling, dipping, wings or something else?
- Close the sale by directing the guest to the retail bottles and encouraging them to purchase their favorite heat level.

Check In

- Go to the Customer Service Desk and ask for the Foodie overseeing demos. Introduce yourself as the Four Star Demos specialist sampling Torcatha BBQ Sauces.
- Ask the Foodie for the Torcatha demo kit. The kit was shipped by USPS, so Four Star can confirm delivery but may not know who signed for it. If the Foodie cannot locate the kit, call Karen before proceeding.
- Preston Royal only: The packages sent to Preston Royal contain enough product and supplies for both the Preston Royal and Lovers Lane demos. Keep the Lovers Lane portion together and secure.
- Have the Foodie sign the clock-in form and confirm the demo location, preparation area and cooking equipment provided.
- Confirm whether Central Market is providing an electric skillet, toaster oven or butane burner with skillet. Follow all store placement and fire-safety directions.

- Find all three Torcatha sauces. Take a wide shelf photo showing as much of the shelf and inventory as possible for the demo report.
- Take a selfie with the Torcatha shelf behind you and text it to Karen. Do not upload the selfie to the demo report.
- Count and record opening inventory for each sauce flavor.
- Purchase one package of the smoked sausage – avoid sausage containing cheese, jalapeno or other specialty flavors for your check in item. Follow Time as a Public Health Requirements and write the date & time removed from refrigeration on the package or log. Upload the receipt to Bill Spend & Expense and save it for the demo report.
- Upload a picture of the receipt to the Bill Spend & Expense app. Save a picture of the receipt to upload to the demo report.

Demo Kit

- The kit should include Cullach Beag, Original and Spiosrach demo sauce; three marked squirt bottles; and Torcatha brand materials or signage.
- Match the sauces to the squirt bottles before filling: white for Mild, black Fire Department for Original and red for Spicy.
- Do not guess if any product, bottle label or kit item is unclear. Contact Karen for direction.

Demo Supplies

Central Market Provides	Demo Specialist Brings
Demo table and tablecloth Portion cups, napkins, gloves and hairnet Knife and clean cutting board Two pairs of tongs Cocktail picks or tasting forks Calibrated thin-tip digital thermometer Electric skillet, toaster oven or butane burner with skillet Oven mitts when using toaster oven Sanitizer supplies and wiping cloths Time and temperature log and pen	Apron Hat Name tag Food Handler's Card Allergen sign Backup electric skillet or toaster oven Phone for required photos and reporting Clock-in and clock-out form, when required

Demo Set Up

- Set up neatly in the location approved by the Foodie. Keep all cords secured and out of guest traffic.
- If Central Market cannot provide suitable cooking equipment, use the backup electric skillet or toaster oven you brought, with the Foodie's approval.
- Display 6–8 retail bottles of each Torcatha sauce with labels facing guests. Keep the display full and orderly, and ask the Foodie for help if shelf inventory is low. Stores were called & all said they had plenty in stock for the demo. Call Karen if additional inventory cannot be located.
- Display the allergen sign and keep the sausage package or ingredient and allergen information available.
- Place refrigerated sausage in a small ice bucket or bowl with bagged ice, if provided, and keep it at 41°F or colder until heating.
- Take a clear photo of the complete demo station before sampling begins and upload it to the demo report.
- Wash hands at the handwashing sink before handling supplies or food. Never touch ready-to-eat sausage with bare hands.
- Wash, rinse and sanitize the knife, cutting board, thermometer probe and utensils before use. Sanitize the thermometer probe before and after each temperature check.
- Fill the three squirt bottles with the matching demo sauces. Keep bottle tips from touching food, cups or picks.

Heat the Sausage Whole

Use the equipment Central Market provides whenever available. Heat and temperature-check whole sausage links before slicing. For fully cooked sausage, reheat every link to at least 140°F. If an approved substitute is

raw, cook every link to at least 160°F. The thermometer—not the clock—determines readiness. Do not add oil, seasoning, water or barbecue sauce while heating the sausage.

- Record the date and time the sausage is removed from refrigeration or the iced container on the Central Market time and temperature log.

Electric Skillet or Butane Burner with Skillet

- Preheat to medium-low, approximately 300–325°F. If using a butane burner, follow the Foodie's placement and safety instructions.
- Place whole sausage links in one layer and do not crowd the skillet. Turn regularly for even heating without splitting, scorching or drying.
- Check the thickest link with a sanitized thin-tip thermometer, positioning the sensing area in the center.
- Continue heating until every link being removed for slicing reaches at least 140°F, or 160°F for raw sausage.

Toaster Oven

- Preheat to approximately 325°F unless the sausage package or Foodie directs otherwise.
- Place whole links in one layer on the store-provided tray or approved foil-lined tray. Turn during heating for even browning.
- Temperature-check the thickest link in the center and continue heating until every link reaches the required temperature.

Slice and Hot Hold

- Use the heated-food tongs to move each link that has reached the required temperature to a clean, sanitized cutting board.
- Cut the hot link into uniform $\frac{3}{8}$ -inch coins, then cut each coin in half to make a bite-sized piece. Do not cut sausage in the skillet or on the toaster-oven tray.
- Return the pieces to the skillet or approved hot-holding pan and maintain them at 140°F or above.
- Prepare micro-batches designed to sell through within 5–10 minutes. Keep pieces in a loose layer so they stay warm and juicy rather than wrinkled or greasy.
- Record the initial heating or cooking temperature and all required hot-holding temperatures at the frequency required by the Foodie.
- Do not reheat old samples, mix an older batch with a new batch or return served food to the cooking equipment.
- If the equipment cannot reach the required initial temperature or maintain 140°F hot holding, stop serving sausage and contact the Foodie and Karen.

Sampling Procedure

- Ask the guest whether they prefer Mild, Original or Spicy before preparing the sample.
- Using cooked-food tongs, place one warm half-coin of sausage in a portion cup.
- Using the matching squirt bottle, add one controlled squeeze of the selected sauce directly to the sausage. Be generous enough for the sauce to be tasted clearly, but do not flood the cup.
- Insert a fresh cocktail pick or tasting fork without touching the food-contact end.
- Place the completed cup at the front of the table for the guest to pick up. Do not hand an uncovered sample directly to the guest.
- Prepare samples as guests approach. Do not leave completed samples sitting unattended.
- If the guest wants to compare flavors, use a separate cup for each sauce. Do not combine sauces in one cup.
- Ask for feedback, share one relevant talking point and invite the guest to purchase their preferred bottle.
- If guest asks which one to buy, ask what heat level they enjoy, then recommend the matching bottle. There is no single "best" flavor – the goal is to find their favorite.

Suggested Uses

- Brush onto ribs, chicken, pork, burgers or grilled vegetables near the end of cooking.

- Toss with wings or use as a dipping sauce for fries, nuggets and sausage.
- Use on pulled-pork sandwiches, meatloaf, pizza, flatbreads or barbecue nachos.
- Serve with smoked cream cheese, candied jalapeños and crackers for an appetizer.

Food Safety and Allergen Controls

- Review the current labels for allergens and display the Four Star allergen sign. Do not make gluten-free or allergen-free claims unless every current product label supports the claim.
- Use separate tongs for refrigerated sausage and heated ready-to-eat sausage. Never touch ready-to-eat food with bare hands.
- Keep refrigerated sausage at 41°F or colder and hot-held sausage at 140°F or above.

Clean Up and Wrap Up

- Stop preparing new batches early enough to avoid unnecessary leftovers.
- Discard leftover cooked sausage and prepared samples according to Central Market procedure.
- Clean and sanitize the demo station and all store-provided equipment. Allow equipment to cool and return it as directed by the Foodie.
- Empty, clean and dry the Torcatha squirt bottles. Keep the kit materials together and take the demo kit contents with you.
- Count and record ending inventory for each Torcatha sauce flavor.
- At check-out, purchase all additional opened sausage used for sampling on the Divvy card. If Torcatha sauces were not included in the demo kit, purchase them at the end of the demo. Do not repurchase the sausage purchased at check-in.
- Upload the ending receipt to Bill Spend & Expense app and to the demo report. Upload the check-in receipt to both locations as well.
- Complete the demo report with the wide shelf photo, table photo, ending inventory, sales, estimated people sampled to, guest feedback and all required receipts.
- Have the Foodie sign the clock-out form and clock out before leaving, if needed.
- Save all photos and receipts until you receive notice that the demo is scheduled for payment.

Questions During the Demo

Call Karen if the demo kit cannot be located, equipment is unavailable, the product or bottle labels are unclear, required temperatures cannot be reached or held, or any other issue could affect safe execution.

