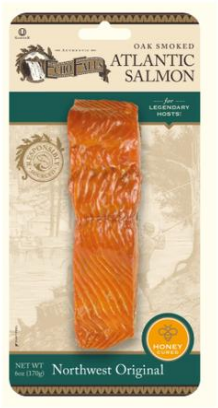
ECHO FALLS SMOKED ATLANTIC SALMON

FRESH by Brookshire's Demo Instructions







Featured Products

Product	UPC	Flavor Profile
Echo Falls Oak Smoked Atlantic Salmon Northwest Honey Cured, 6 oz	0-48313-20043-4	Honey-cured and slowly oak-smoked; sweet and savory with a traditional Pacific Northwest flavor.
Echo Falls Oak Smoked Atlantic Salmon Kentucky Bourbon, 6 oz	0-48313-20054-0	Maple-cured with bourbon seasoning and oak-smoked for a rich, mellow flavor.
Echo Falls Smoked Atlantic Salmon Bites, 3 oz	0-48313-20064-9	Ready-to-eat, sweet-savory salmon bites with a convenient snack-size cut.

About Echo Falls

- Echo Falls has roots in Seattle seafood history. Washington Fish & Oyster Company opened on the Seattle waterfront in 1910; Echo Falls launched in 2001 as a premium smoked salmon brand, and Ocean Beauty Seafoods' smoked division adopted the Echo Falls Seafoods name in 2024.
- The company honors regional smoking traditions and makes smoked and specialty seafood at its Washington smokehouses. The Renton smokehouse specializes in hot-smoked salmon.

What Hot Smoking Means

- Hot smoking exposes cured salmon to wood smoke at a higher temperature, cooking the fish as it smokes. Echo Falls describes smoking the cured, dried salmon over wood chips until it reaches about 150°F internally. The result is fully cooked salmon with a firm, flaky texture and a noticeable wood-smoke flavor.
- These products are ready to eat. Do not cook or reheat them for the demo. The salmon itself is the featured product; offer a plain bite first so guests can taste each variety.

IMPORTANT ALLERGEN NOTICE
All three featured products contain fish (salmon). Display the allergen sign and direct guests to the package for ingredient and allergen information. Do not guarantee any product is free from cross-contact.

Check-In & Product Purchase

- Check in with the Manager on Duty or Department Manager and confirm where to set up the demo table.
- Using the Divvy card, purchase one featured Echo Falls product for check-in. Upload the receipt to the Bill Spend & Expense app and save it for the demo report.
- Take a selfie by the Echo Falls shelf and immediately text it to Karen. Take a separate, clear photo showing as much of the full shelf as possible for the demo report.
- Count and record the beginning inventory for each featured product. Record the date and time the salmon is removed from refrigeration (Time as a Public Health).

Demo Supplies

- Table, tablecloth, apron, hat, Food Handler's Card and allergen sign
- Clean cutting board and sharp knife
- Gloves, portion cups/cupcake liners and napkins
- Small bowl or ice bucket and bagged ice to keep salmon chilled during service

Demo Set Up

- Wash hands at the designated handwashing sink before setting up food.
- Keep all salmon refrigerated until needed. During service, keep the open package and any salmon waiting to be served on bagged ice. Do not use salmon as an unrefrigerated table display.
- Place 2 floral arrangements on your table.
- Display the allergen sign where guests can easily see it. Keep the package labels available so guests can review product and ingredient details.
- Set out only a small amount of salmon at a time. Keep the remaining product refrigerated and replenish as needed.

Preparing & Serving Samples

- Echo Falls salmon is ready to eat and does not need cooking. Wash hands in designated handwash sink. Wash, rinse & sanitize cutting board and knife in designated 3 part sink.
- Open the Salmon Bites and portion one bite for each sample.
- Keep each variety separate and use a clean cutting surface and knife for each flavor.
- As guest approach table, ask which flavor they would like to try first. Place sample of desired flavor in fron of demo station for guest to pick up while sharing flavor profile, selling points & recipe ideas. Ask for feedback and if they would like to try another flavor, repeating the process. If guest likes products, ask them to purchase.
- Record date & time any product is taken from refrigeration (Time as a Public Health).

Flavor Profiles & Serving Ideas

- Northwest Honey Cured: A sweet-savory, honey-cured flavor with oak smoke. Suggest it on crackers or toast, in a salad, or flaked into creamy pasta.
- Kentucky Bourbon: Maple-cured with bourbon seasoning for a rich, mellow profile. Suggest it on crackers or a seacuterie board, or flaked into pasta or a grain bowl.
- Smoked Salmon Bites: Snack-size pieces that are easy to serve as is. The package highlights using the bites on a charcuterie board, salad or pasta.

Guest Interaction

- Introduce Echo Falls as fully cooked, hot-smoked salmon. Explain that hot smoking cooks the salmon while adding oak or wood-smoke flavor, then offer the guest a choice of the Northwest Honey Cured, Kentucky Bourbon or Salmon Bites.
- Ask what they think and suggest crackers, bagels, salads, pasta or a charcuterie board. Remind guests to check the refrigerated seafood section for the products.

Clean Up & Wrap Up

- Stop serving early enough to clean the demo area and return it to the condition in which you found it.
- Wash, rinse and sanitize the cutting board and knife in the designated three-compartment sink. Dispose of all opened samples and any opened salmon according to store instructions; do not save opened product after the demo.
- Using the Divvy card, purchase any product opened during the demo, except the item purchased at check-in. Upload the closing receipt to the Bill Spend & Expense app and the demo report.
- Count and record closing inventory for each featured product.
- Dispose of trash and submit the online demo report with required photos, receipts, inventory and guest feedback.