

Texas Green Sauce Demo Instructions

BROOKSHIRE GROCERY COMPANY



Featured Products

Product	UPC
Texas Green Sauce Original	9685247448
Texas Green Sauce Hot	9685271307
Texas Green Sauce Smokeshow	9928474193

Demo Focus

- Invite guests to taste the sauces straight from the jar with a Brookshire brand tortilla chip, when available.
- Help guests understand that Texas Green Sauce is more than a dip: it can be blended into favorite condiments or stirred into everyday meals.
- Share the story of this local Texas company and help each guest choose the flavor and heat level that best suits them.

Important Purchase Instructions

- Sample sauce is typically delivered to the store. Check for delivered product before purchasing any sauce.
- At check-in, purchase Brookshire brand tortilla chips on the Divvy card, if available. Keep the receipt.
- If delivered sample sauce is not available, use product from the shelf for the demo and purchase the opened sauce jars on the Divvy card at the end of the demo. Do not purchase the sauce at check-in.
- If sauce is delivered for sample product, have a manager sign/date when you are leaving the store.

About Texas Green Sauce

Texas Green Sauce is a local East Texas company founded in Tyler in 2022. The sauce began as a homemade product sold at the Whitehouse Farmers Market, just outside Tyler. As demand grew, the company partnered with a local co-packer in Rusk, Texas. The sauces continue to be made in small batches in East Texas.

The company describes the sauce as extremely versatile. It is delicious served straight from the jar, but it can also add flavor and heat when blended with queso, sour cream, hummus, ranch dressing, chili, pasta dishes, and many other foods.

Flavor Profiles and Product Talking Points

Original

- Bright, tangy, fresh, and savory, with the flavor of roasted jalapeños, cilantro, garlic, seasonings, and lime.
- Made with whole fresh jalapeños that are sliced, hand scraped, and roasted.
- A good introduction for guests who want bold Tex-Mex flavor without beginning with the hottest option.

Hot

- Built on the Original recipe with fresh habanero peppers added for a noticeable fiery kick.
- Keeps the tangy, roasted jalapeño, garlic, lime, and cilantro character while increasing the heat.
- Recommend to guests who enjoy hot sauce and want more heat without losing flavor.

Smokeshow

- Smoky, slightly sweet, bold, and savory, with roasted jalapeños, chipotle peppers, garlic, cilantro, lime, and seasoning.
- The jalapeños are cored and roasted over an open flame before being blended with chipotle peppers.
- Especially well suited to grilled foods, burgers, tacos, barbecue, and Tex-Mex dishes.

Serving Suggestions

Use as a Dip	Blend with Condiments	Add to Meals
Tortilla chips Tacos or quesadillas Grilled meats or vegetables	Queso Sour cream Ranch dressing Hummus	Chili or soups Pasta dishes Eggs or breakfast tacos Burgers and grilled foods

Approach and Conversation Starters

- Start with a simple invitation: “Would you like to try a locally made East Texas sauce?”
- Ask about heat preference before selecting a flavor: “Do you prefer bright and tangy, extra heat, or smoky flavor?”
- For Original: “This is the flavor that started the company. It combines roasted jalapeño, cilantro, garlic, and lime for a bright, tangy Tex-Mex flavor.”
- For Hot: “If you like more heat, Hot starts with the Original recipe and adds fresh habanero peppers.”
- For Smokeshow: “This one combines flame-roasted jalapeños with chipotle for a smoky, slightly sweet flavor that is great with grilled foods.”

Build the Conversation

- After the first taste, ask: “What stands out most to you—the roasted pepper flavor, the tanginess, the smoke, or the heat?”
- Connect the sauce to foods the guest already enjoys: “What do you usually use salsa or hot sauce on?” Then suggest a matching use such as tacos, eggs, grilled meats, burgers, chili, or pasta.
- Expand beyond dipping: “It is very good straight from the jar, but it can do something completely different when stirred into queso, sour cream, ranch, or hummus.”
- Offer a comparison when appropriate: “Would you like to see how the flavor changes from Original to Hot?” Always use a new portion cup and chip for another flavor.
- Close with a practical idea: “Which one would you be most likely to use at home, and what would you put it on?” Direct the guest to the product location.

Check In

- Check in with the manager on duty or department manager and ask where to set up. Ask if sample jars were delivered for the demo.
 - If not, select shelf product for sampling, but wait until the end of the demo to purchase the opened jars.
- Purchase one bag of Brookshire brand tortilla chips on the Divvy card. Complete this purchase promptly as arrival verification and keep the receipt. Upload receipt to Bill Spend & Expense app and save to upload to demo report.
- Locate all featured sauces on the shelf. Take a clear shelf photo and record beginning inventory for each flavor.
- Send the required shelf selfie to Karen and proceed to the approved setup location.

Demo Supplies

- Texas Green Sauce sample jars, when provided
- Brookshire brand tortilla chips, if available (otherwise, use a national brand).
- Table, table cloth, apron, hat, food handler's card, allergen sign, 2 oz portion cups, napkins, serving spoons, gloves, and sign-in/sign-out form
- Divvy card for approved product purchases

Demo Set Up

- Display unopened jars with labels facing guests. Recommend 6 to 8 jars of each flavor for guests to take.
- Take a picture of your demo station to upload to the demo report.
- Wash hands in designated handwashing sink.

Sampling Procedure

- Open one jar of each sauce needed for sampling & one bag of chips. Stir each sauce with its own clean utensil if the product has separated.
- As guest approaches table, ask which flavor they would like to try. Place a tortilla chip in portion cup and spoon desired sauce on the chip, placing at front of demo station for guest to pick up.
- Share product information and ask for feedback. Ask if guest would like to try another flavor.
- If a guest wants to compare flavors, provide a new portion cup and a new chip for each additional flavor.
- Ask about heat preference before serving Hot. Describe the flavor accurately and never pressure a guest to try a hotter option.
- If guest enjoys product, recommend they take jars from your table & let them know where to find on shelf.

Food Safety and Allergen Awareness

- Follow all BGC food-safety requirements and Four Star Demos procedures throughout the event.
- Use the product label as the authority for ingredients and allergen information. Do not guess. Allow the guest to read the label when asked.
- Do not make health claims or describe the product as allergen-free unless that exact claim appears on the package.
- Discard any sample or chip that has been handled, contaminated, or left exposed.

Product Purchase and Receipts

- At the end of the demo, purchase every opened Texas Green Sauce jar used from store inventory if sample product was not delivered. Use the Divvy card and keep the receipt.
- Do not purchase unopened jars simply for display. Return unopened store product to the correct shelf unless the store directs otherwise.
- The beginning chip receipt and end-of-demo sauce receipt must be clear and show the store, date, items, and total.
- Upload receipts to the demo report and Bill Spend & Expense app. If sauces were provided for samples, have a manager sign the clock out form when leaving the store.

Clean Up and Wrap Up

- Stop preparing samples with enough time to clean the demo area completely.
- Record ending inventory for Original, Hot, and Smokeshow. Take a clear ending shelf photo.
- Sign out with the manager or department contact and complete the sign-in/sign-out form.
- Upload the completed demo report, table photos, shelf photos, sign-in/sign-out form, beginning chip receipt, and end sauce receipt (or check out form).
- Upload all receipts and required documentation to both the demo report and the Bill Spend and Expense app. Submit the online demo report after reviewing it for completeness.

Remember

The strongest selling point is versatility: Texas Green Sauce is delicious straight from the jar, but it can also transform familiar condiments and everyday dishes with roasted pepper flavor and the guest's preferred level of heat.