

PISQUEYA DEMO INSTRUCTIONS

Caribbean inspired appetizers and cheese boards

CENTRAL MARKET NEW DEMO GUIDANCE: Our goal is to move beyond simply sampling a product and instead create a unique culinary experience for our customers with every demo we host. Each demo should share with guests the benefits, uses, ingredients & suggested food pairings for the featured products.

DEMO PLAN: Pair Passion Fruit with goat cheese, Green Caribbean and Scotch Bonnet with hummus, and Sazón stirred into hummus, all served on crostini. TPR: October 5–November 1, 2026.

Featured Products and UPCs

Featured Product	Size	UPC
Sazón Seasoning	2.5 oz	86478600048
Passion Fruit Hot Sauce	5 fl oz	86478600042
Green Caribbean / Jalapeño Medium	5 fl oz	86478600041
Original Scotch Bonnet / Smoky Hot	5 fl oz	86478600040



Flavor Profiles

- Passion Fruit: Bright, tangy tropical fruit with sweetness and chili heat. Pair with plain goat cheese on a crostini.
- Green Caribbean / Jalapeño: Fresh jalapeño flavor, garlic, vinegar and a zesty kick. Pair with plain hummus on a crostini.
- Original Scotch Bonnet: Earthy, smoky-sweet pepper flavor with lingering heat. Pair with plain hummus; use a small amount and alert guests to the heat.
- Sazón: Savory, aromatic seasoning with achiote, coriander, garlic, onion, smoked paprika, black pepper and cumin. Achiote adds orange color. Stir into plain hummus and serve on a crostini.

Approach

- Show guests how to build a Caribbean inspired appetizer or cheese board. Present the sauces as finishing touches that bring acidity, fruit, heat and contrast to creamy spreads and crisp crostini. Keep the Pisqueya flavor at the center of each bite.
- Sample only the four authorized items available in the store. Contact Karen about missing products.
- Use ready-to-eat crostini, plain spreadable goat cheese and plain hummus. No garnish is needed; keep the bites simple so guests can compare the Pisqueya flavors.

Product Talking Points

- Pisqueya draws on founder Maritza Abreu’s Dominican heritage and family restaurant roots in Brooklyn. The brand brings Latin Caribbean flavors into everyday cooking.

- A small finishing drizzle can change an appetizer: Passion Fruit adds tropical brightness alongside tangy goat cheese; the pepper sauces bring acidity and heat to creamy hummus.
- Green Caribbean is the jalapeño sauce on the authorized list. Its fresh pepper character works with hummus, vegetables, eggs and rice bowls.
- Scotch Bonnet adds smoky-sweet pepper flavor and lingering heat. Suggest a few drops over rich cheeses, sandwiches, beans or roasted vegetables.
- Sazón seasons the spread itself. Its savory spices and achiote color also work in rice, beans, marinades and roasted vegetables.
- For a board at home, set out crostini, cheese or hummus, and the sauces separately so guests can build their own bites and control the heat.

Guest Conversation Ideas

- “Would you like to try a Caribbean inspired appetizer—tropical Passion Fruit with goat cheese, or a pepper sauce with hummus?”
- “These finishing sauces add brightness and contrast to a cheese board. A few drops are all you need to start.”
- “This hummus is mixed with Pisqueya Sazón. It is a simple way to give a familiar spread a new flavor.”
- “Which pairing would you serve at home? The Pisqueya products we are sampling are right here on the table.”

Check In

- Go to the Information Desk and ask for the Foodie. Explain that you are sampling Pisqueya sauces and Sazón seasoning. Confirm your table location and product handling before opening anything.
- Take a selfie at the product shelf and immediately text it to Karen. Do not upload the selfie to the demo report.
- Take a wide shelf photo showing the featured items and shelf pricing for the demo report.
- Count and record beginning inventory for each featured item.
- Houston, Lovers Lane and North Lamar: Purchase one featured Pisqueya item on the Divvy card at check-in. Purchase remaining products and accompaniments used at the end. Upload the check-in receipt to Bill Spend & Expense and retain it for the demo report.
- Fort Worth: Ask the Foodie to shrink Pisqueya sampling products. Save all empty Pisqueya bottles and packaging and return them to the Foodie so the store can receive distributor credit. Do not purchase these shrink items. Confirm with the Foodie that the crostini, goat cheese and hummus will also be shrunk; contact Karen if a check-in purchase is needed. Have Foodie sign a clock in/out form to document arrival and end of demo.

Demo Supplies

- Bring apron, hat, Food Handler's Card, Divvy card and allergen sign.
- Coordinate with the Foodie for the table, table covering, gloves, napkins, sample plates or portion cups, serving tray, spreaders, mixing spoon, covered mixing container and measuring spoons/cup. Bring any items the store cannot provide.
- Use an ice pan or bucket with bagged ice to keep goat cheese and hummus cold. No cooking equipment is needed.
- Purchase in store as directed: ready-to-eat crostini, plain goat cheese, plain hummus, Pisqueya sampling products and bagged ice if needed.

Demo Set Up

- Arrange the four featured products as a compact Caribbean inspired appetizer display. Keep each sample clearly associated with its Pisqueya bottle.
- Recommend displaying at least 6–8 bottles of each available featured item so guests can take one immediately after sampling. Replenish as needed without blocking the work area.
- Keep goat cheese, hummus and prepared Sazón hummus on bagged ice. Follow Central Market's food safety procedures; use a time-control plan only with the Foodie's approval. Write the date/time on product or on a log when any item is removed from refrigeration.
- Check all ingredient labels and display the allergen sign. Crostini commonly contain wheat, goat cheese contains milk, and hummus commonly contains sesame. Confirm additional allergens from the actual products used; do not describe the assembled samples as allergen free.
- Use separate utensils for goat cheese, plain hummus and Sazón hummus. Keep unopened retail bottles separate from opened sampling product. Take a clear table photo for the report.
- Take a picture of the table once set up is complete, before any sample product is opened.

Sampling Procedure

- Wash hands and wear gloves when handling ready-to-eat food. Use utensils to assemble samples. Shake each sauce before use and follow its label storage directions; the sauces require refrigeration after opening.
- Ask the guest which flavor they would like to try and whether they prefer a fruit-forward or pepper-forward bite. Explain the base and allergens before serving.
- Passion Fruit bite: Spread about ½ teaspoon plain goat cheese on a bite-size crostini. Finish with a few drops of Passion Fruit sauce. Keep the fruit sauce noticeable without overwhelming the cheese.
- Green Caribbean bite: Spread about ½ teaspoon plain hummus on a bite-size crostini and add a few drops of Green Caribbean sauce.
- Scotch Bonnet bite: Spread about ½ teaspoon plain hummus on a bite-size crostini. Start with one small drop of Scotch Bonnet sauce; tell the guest it has lingering heat. Offer more only if requested.
- Sazón bite: For a suggested starting batch, stir ¼ teaspoon Sazón into ½ cup plain hummus. Taste using a clean, single-use spoon, then adjust lightly as needed. Spread about ½ teaspoon on a bite-size crostini. Keep this batch separate from the plain hummus used for sauces.
- Prepare samples for guests as they are at the table and once they have indicated what they would like to sample first. Place each sample on a clean plate or in a portion cup at the front of the station for guest pickup. Serve flavors separately so guests can compare them.
- Offer another flavor using a fresh sample. Record guest feedback, sampling totals and any product availability issues for your report.

Clean Up and Wrap Up

- Count and record ending inventory for each featured item. Record products sampled, guest feedback, and any out-of-stock items or changes.
- Houston, Lovers Lane and North Lamar: Purchase all additional opened sampling products and accompaniments used on the Divvy card. Avoid paying twice for the check-in item. Upload final receipts to Bill Spend & Expense and the demo report.
- Fort Worth: Return empty Pisqueya packaging to the Foodie for shrink credit. Confirm all sampling product used has been accounted for and return any store paperwork as directed.
- Clean and sanitize the demo area. Follow the Foodie's instructions for handling remaining opened products and disposing of leftover prepared samples. Return borrowed supplies and check out with the Foodie.
- Submit the completed demo report with the shelf photo, table photo, receipts and inventory information. Do not upload the selfie.