

TWIST FOODS CURRY SIMMER SAUCE

The United Family of Stores DEMO INSTRUCTIONS



Featured Products

Product	UPC	Spice Level	Flavor Profile
Butter Masala Curry Simmer Sauce	860012045129	Mild	Creamy and tomato-forward with warm Indian spices, but no intense heat.
Tikka Masala Curry Simmer Sauce	860012045112	Mild	Rich and creamy with vine-ripened tomatoes and aromatic spices; flavorful without intense heat.
Korma Curry Simmer Sauce	860012045105	No heat	Smooth and creamy, with subtle coconut, cashew and warm spice notes.
Vindaloo Curry Simmer Sauce	860012045136	Bold kick	Tangy and vibrant with vinegar, garlic, chilies and warm spices; the hottest of the four.

About Twist Foods

- Twist Foods is a women- and minority-owned company inspired by the founder's memories of the rich aromas and flavors of her mother's kitchen.
- The company began with a goal: make convenient, authentic Indian sauces without the seed oils, artificial preservatives and compromises the founder saw in other shelf-stable options.
- The chef-developed sauces are slow-cooked in small batches with real ingredients, avocado oil and restaurant-quality flavor. They contain no artificial preservatives, colors or unnecessary fillers.
- All four sauces are vegetarian and made without gluten-containing ingredients. Vindaloo is vegan; the other three contain milk and tree nuts.
- Easy meal idea: cook a favorite protein or vegetables, add the sauce, simmer for 3–5 minutes and serve over rice, with naan or in a grain bowl. The sauces can also add a twist to pasta, pizza, tacos, wraps, burgers or dips.

IMPORTANT ALLERGEN NOTICE

Butter Masala, Tikka Masala and Korma contain milk and tree nuts (cashews). Although the manufacturer identifies Vindaloo as nut-free, this demo serves other sauces that contain nuts. Do not guarantee that any sample is nut-free or free from cross-contact. Display the provided allergen sign and direct guests to the package label for ingredient and allergen information.

Check-In & Product Purchase

- Check in with the Manager on Duty or Department Manager and ask where to set up the demo table.
- Ask whether there is a microwave you may use to heat the Minute Rice needed for the demo.
- Tell the manager that you need access to an electrical outlet for the skillet. Test the approved outlet before setting up the table.
- Using the Divvy card, purchase one flavor of Twist Foods simmer sauce 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 Twist Foods shelf and immediately text it to Karen.
- Take a clear photo of the full shelf for the demo report. Count and record beginning inventory for each flavor.

Demo Supplies

SUPPLY LOCATION

DFW stores have a supply area with a table, electric skillet & disposable supplies. All other locations, bring supplies.

- Table, tablecloth, apron, hat, Food Handler's Card & Allergen sign
- Electric skillet and extension cord
- One serving spoon for the sauce heated in the skillet
- Three additional spoons for the room-temperature sauces. Obtain them from the food-service area or, if none are available and you did not bring them, purchase the most affordable plastic spoons using the Divvy card.
- Portion cups, food-service gloves, napkins and plastic sample spoons
- Minute Rice and Tostitos tortilla chips

Demo Set Up

- After the outlet has been tested, position the table and cord so the cord cannot create a trip hazard or be reached by guests.
- Create a clean, stable shelf fully beneath the table using baskets or milk crates. It must be level and strong enough to hold the covered sauce jars while you heat additional rice.
- Display the allergen sign where guests can easily see it.
- 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.
- 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.
- Wash, rinse and sanitize the skillet and all reusable serving utensils in the designated three-compartment sink. Disposable plastic spoons are single-use and are not washed or reused.
- Heat Minute Rice in the store microwave according to package directions. Carefully return it to the table and keep it covered between servings.
- Heat either Butter Masala or Tikka Masala in the electric skillet—choose whichever flavor has more inventory. Once heated, use the keep-warm setting or turn the skillet off as needed. Stir regularly and allow the sauce to cool to a comfortable sampling temperature before serving; never serve a sample hot enough to burn a guest.
- Keep the other three sauces at room temperature with their lids on between samples. Use one dedicated spoon for each flavor.

NEVER LEAVE HOT EQUIPMENT UNATTENDED

If more rice is needed, turn off and unplug the skillet before leaving the table and put the lid on it. Close every sauce with its own lid and place ALL the sauces on the stable shelf beneath the table while you use the microwave. Do not leave an energized skillet or other hot equipment unattended.

Flavor Profiles, Spice Levels & Serving Ideas

- Many guests assume all Indian food is spicy. Reassure them that three of the four Twist Foods sauces focus on flavor rather than heat: Korma has no heat, while Butter Masala and Tikka Masala are mild and family-friendly. Vindaloo has the boldest kick.
- **Korma — No heat:** Creamy with subtle coconut, cashew and warm spices. Suggest seafood, chicken, paneer, vegetables, grain bowls or a mild dip.
- **Butter Masala — Mild:** Rich, creamy and comforting with tomatoes and warm spices. Suggest chicken, shrimp, paneer, vegetables, pasta, wraps or dipping.
- **Tikka Masala — Mild:** Creamy tomato flavor with aromatic spices and no intense heat. Suggest chicken, paneer, chickpeas, vegetables, flatbreads or pasta.
- **Vindaloo — Bold kick:** Tangy, garlicky and noticeably spicier. Suggest pork, lamb, meatballs, stir-fries, rice bowls or dipping with a Tostitos chip.

Guest Interaction & Made-to-Order Sampling

- As a guest approaches, explain that you are featuring Twist Foods curry simmer sauces. Identify which flavor is warm and let the guest know the remaining flavors are available at room temperature.

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- Ask which flavor the guest would like to try first. Prepare every sample for that guest while the guest is at the table—never prepare samples in advance.
- Vindaloo: offer it over rice, over a Tostitos tortilla chip or by itself. For a chip sample, place one chip in the portion cup and spoon the sauce over the chip.
- Butter Masala, Tikka Masala or Korma: offer the chosen sauce over rice or by itself.
- Rice sample: place a small spoonful of rice in the portion cup and spoon a generous tasting amount of sauce over it. The sauce is the featured product, so do not overwhelm the sample with rice. Add a plastic spoon.
- Sauce-only sample: spoon the sauce into a portion cup and place a plastic spoon in the cup.
- 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.
- Ask for feedback and whether the guest would like to try another flavor. Use a new cup and new plastic sample spoon for every flavor.
- If the guest likes the product, 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.
- Wash, rinse and sanitize the skillet and reusable serving utensils in the designated three-compartment sink. Unplug the skillet and allow it to cool completely before packing.
- Do not save or refrigerate opened sauces 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 other product opened (rice and/or plastic spoons).
- Upload the closing purchase receipt to the Bill Spend & Expense app and to the demo report.
- Count and record closing inventory for each flavor. Take the required closing shelf photo.
- Return unopened sellable products to the shelf, dispose of all opened samples and trash properly, and complete and submit the online demo report with all required photos, receipts, inventory and guest feedback.