

Wesson Beyond Butter provides Operators with a shelf-stable option for a liquid-butter alternative that can be utilized as an ingredient in recipes or as a cooking agent. It even can be served as liquid clarified butter.

Demonstrate Product Usage

This demonstration provides the steps needed to cut Wesson Beyond Butter versus competitive products.

STEP 1

First begin the cutting by comparing nutritional statements of the two products. Be certain to point out that the Wesson Beyond Butter product does not contain any trans fats, cholesterol or allergens and it does not require refrigeration.

STEP 2

Always cut Wesson Beyond Butter with food. Use toast to deliver the best results as it is a natural accompaniment to the Wesson Beyond Butter. Always make certain that the liquid-butter alternatives are served in a heated state versus room temperature. By heating the product, the butter flavor, which is encapsulated, will be released.

STEP 3

Always set up the cutting as blind cutting. The Operator should not know which liquid-butter alternative product is our product and which liquid-butter alternative is the competition.

STEP 4

Make sure you are conducting the cutting in natural light or incandescent light as opposed to fluorescent light, which makes the product look darker.

STEP 5

For the actual cutting you will want to use glass dishes to allow the product's natural color to be clearly visible. Fill one glass dish with a portion of our Wesson Beyond Butter from either the sample squeeze bottle or the actual Wesson Beyond Butter jug and another glass dish with the competitive product. Heat both products (make certain to note which is our product versus the competitive product).

STEP 6

Begin by comparing the colors and consistency of the two products – you should notice that our product looks more natural in color, like butter, and has a more appealing consistency, again similar to real butter. Be certain to point out any visual differences you noticed during the pre-cut, such as "settling starch in the bottom of the dish on the competitive product."

STEP 7

Next, taste the products. Always serve the Wesson Beyond Butter product first and utilize toast to sample the product. Then taste the competitive product. It will tend to have a more unnatural flavor as compared to the Wesson Beyond Butter. Be certain to point out any differences that you noticed during the pre-cut process, such as "our product is much less salty" or "our product has a more pleasant mouth-feel, more like real butter."

NOTE

Be sure to pre-cut the products prior to actual cutting to avoid surprises.

Discuss Key Selling Points

1. CLEAN INGREDIENT STATEMENT

Our product contains no allergens, which ensures Operators can be confident that our product will not cause harm when served to patrons.

2. NUTRITIONAL VALUES

Our product contains no trans fats and zero cholesterol, so for Operators looking for healthier cooking options, Wesson Beyond Butter provides the perfect solution.

3. SHELF-STABLE

Wesson Beyond Butter does not require refrigeration, which provides a more economical option compared to butter.