

Butter Alternative Cutting Guide

Demonstrate Product Usage

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

- STEP 1** Start by comparing the nutritional information of the two products. Highlight that the Wesson PurePro Butter Alternative is free from trans fats, cholesterol, and allergens, and emphasize that it does not need refrigeration.
- STEP 2** Always use food when cutting Wesson PurePro Butter Alternative. Toast is the ideal choice as it complements the butter naturally. Ensure that liquid butter alternatives are served heated rather than at room temperature, as heating releases the encapsulated butter flavor.
- STEP 3** Always conduct blind cutting setups. The operator should be unaware of which liquid butter alternative product is ours and which one is the competition's.
- STEP 4** Ensure that the cutting is conducted in natural light or incandescent light, as fluorescent light can make the product appear darker.
- STEP 5** For the actual cutting, use glass dishes to allow the natural color of the product to be clearly visible. Fill one glass dish with a portion of our Wesson PurePro Butter Alternative from either the sample squeeze bottle or the actual product jug, and another glass dish with the competitive product. Heat both products, ensuring to note which is our product versus the competitive one.
- STEP 6** Start by comparing the colors and consistency of the two products. You should observe that our product has a more natural color, resembling butter, and a more appealing consistency, similar to real butter. Make sure to highlight any visual differences noticed during the pre-cut, such as "settling starch in the bottom of the dish on the competitive product."
- STEP 7** Taste the products, serving the Wesson PurePro Butter Alternative first. Use toast to sample the product, followed by the competitive product. You'll likely notice that the competitive product has a more unnatural flavor compared to the Wesson PurePro Butter Alternative. Make sure to point out any differences 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."
- STEP 8** Be sure to pre-cut the products prior to actual cutting to avoid surprises.

Discuss Key Selling Points

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.

NUTRITIONAL VALUES

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

SHELF-STABLE

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