



DEMO / SAMPLING SUGGESTIONS

BACIO (ba-cho) sicilian garlic spread: sells best when used to make easy garlic bread. The fresh garlic aroma permeates the store, rushing your customers over to see what's cooking. The main ingredients are garlic and extra virgin olive oil whipped up to make an easy spread. Make sure customers know there is NO DAIRY, NO BUTTER, NO MAYONNAISE!

DIRECTIONS:

Just spread a thin layer of bacio on either french or italian loaves, rolls or baguettes. (We prefer the San Francisco brand small french loaves cut in half) Place the bread in a small toaster oven. Broil until golden brown (approx 5-7 minutes) then slice in small bite size pieces and serve with toothpicks. Customers love to dip bread in SUGO-see below. This is the easiest way to get BACIO running out the door and increase your sales.

USES:

- The number one use to make instant garlic bread. Show how easy it is.
- Makes a great grillade for fish (especially shrimp and swordfish), chicken, steaks and vegetables (great on asparagus or eggplant).
- Saute with vegetables. Just add one tablespoon to pan and saute.
- Add to mashed potatoes to make garlic mashed potatoes!

OLIVETTA (ah-lee-ve-ta) sicilian olive mix: is easiest to sell when customers understand its many uses. Be sure to point out that it is NOT a tapenade and has many more uses, as it also contains 7 different vegetables and is great to use for cooking as well.

DIRECTIONS:

Open jar of OLIVETTA. Put 1/2 teaspoon or less in small sample cups with a sample spoon, making the sample

USES:

- Perfect for a quick appetizer on crackers with provolone cheese.
- The only olive mix for the famous New Orleans Muffaletta sandwich. (We have the recipe for the sandwich-make copies and pass them out.)
- Great for tossing with salads or pasta.

SUGO / SUGO BOOM / SUGO VEGGIE (soo-go) sicilian pasta sauces: cook up quickly, making a great dipping sauce for customers, and easy to make pasta sauce.

DIRECTIONS:

Use a crock pot or sauce pot on burner. Fill with one jar of sugo BOOM and add 1/4 jar of water and heat. Stir occassionally throughout demo so sauce doesn't cake up. Customers can dip BACIO garlic bread or chunks of French or Italian bread in sauce. Also, put in small sample cups for dipping.

USES:

- Heat and dip chunks of garlic bread for a great snack or party appetizer.
- Pour in sauté pan, add cooked chicken pieces for delicious Chicken Cacciatore.
- Use on shrimp, fish or calamari for great Di Mare sauce on linguini.
- Pour on breaded cutlets and top with mozzarella for authentic Parmagiana.

SICILIAN OLIVE MUSTARD: is unique with sicilian flavors and great for italian dishes. It has many more uses than regular mustard and is great for cooking and as bases.

DIRECTIONS:

Open jar of SICILIAN OLIVE MUSTARD. Put about 4-5 tablespoons into a sample cup. with a sample spoon. Place small breadsticks broken in half or small pretzel sticks into a bowl and let customers dip into sample cup.

USES:

- Perfect for a sandwiches with Italian cold cuts or tuna
- Spread on sausages, hot dogs or meats.
- Great for tossing with salads or pasta.
- Use as a dip with crudité, chips or pretzels
- Grill with fish, poultry and vegetables
- Mix as a base for marinades or salad dressing