

SELLING OUR PRODUCT: SALES CONCEPTS

NATURAL PLANT-BASED AND MOSTLY GLUTEN-FREE MATERIALS: All of our EVOO and Balsamic Vinegar flavorings are made from *plant-based materials*. This can be an advantage to those who are more health-conscious or have dietary restrictions. All of our products are *gluten-free* except for our Balsamic Soy Sauces and Pastas. All of our flavorings are *natural* – not processed and don't contain any preservatives or chemicals.

TASTINGS: The more they taste... the more they buy! Don't be afraid to offer samples and pairings. Use the product in food samples... blood orange brownie bites... drizzle fruit balsamics over whipped cream... spritz popcorn with flavored EVOO... this will not only provide a way to use the product, but it will also create a situation where the customer wants to reciprocate for the treat and purchase a bottle.

ASK FOR THE PURCHASE: After your customer tastes the products, follow up with the question: "Wouldn't you like to take a bottle of this home with you today?". Then pause until they answer. It never hurts to ask for the sale and you're more likely to have the customer purchase something from you.

MAKE THEIR TRIP AN EXPERIENCE: Don't let customers walk in and be overwhelmed by all the flavors and choices. Guide them through their trip and ask questions regarding their specific taste preferences, then make suggestions.

KNOW THE PRODUCT: Know your favorite flavors... and what makes the products special. You are more likely to sell more of your favorite products because you actually use them and can give specific ways they can use them too. Find ways to incorporate the products you carry into your own cooking at home. Encourage your staff to do the same.

UP-SELL AT THE REGISTER: This is the last chance to get their ticket higher.

- Offer a great pairing.
- Offer a lower price if they purchase three bottles or more.
- Have pour spouts, dipping bowls and pre-made gift sets by the register.
- Offer recipe recommendations.