



Demo Quick Reference Guide

Steps / Talking Points



INTERACTION STEPS

- Smile, and say hello to all shoppers.
- Invite ALL shoppers to sample Gilbert's Craft Sausages.
- Briefly describe each flavor while pointing to each box.
- Talk about the features and benefits of our products.
- Always direct the customer to where the product is located in the store.
- Offer coupon, to interested customers, to encourage multiple sales (when available).

Ask parent permission before giving samples to children

SCRIPT

Engagement

- "Hi, would you like to try Gilbert's Craft Sausages?"

Features & Benefits

- "Gilbert's Craft Sausages are all natural, made with antibiotic-free chicken, and don't contain any artificial ingredients or preservatives."
- "Individually wrapped, and fully cooked, for single-serve convenience."
- "Gilbert's are great grilled, pan-seared or steamed; even right out of the microwave."
- "They're perfect for a quick snack or meal, even at work or on-the-go."

Asking For The Sale

- "Would you like to take some home"?
- "This is a great deal. Be sure to pick some up today."
- "Perfect for grilling. Why not take some home for the weekend"?
- "Ideas for a one-pan pasta recipe tonight, if you like?"

TALKING POINTS – Taste, Nutrition, Convenience

SINGLE-SERVE LINKS

- Each link is **Individually-Wrapped** like string cheese.
- Other leading brands must be used or frozen within 3-7 days of opening.
- Consumers can **tear off one at a time**, leaving the rest of the package fresh in the fridge.
- The wrapper is microwave safe and BPA-free.
- **Quick, convenient, and no food waste!**

CLEAN LABELS

- **All Natural, No Artificial Ingredients.**
- **No artificial preservatives** like sodium nitrite or nitrate, no MSG, no corn syrup.
- All of our products are **gluten free**. Other sausages may contain fillers that will add gluten.
- **Lower fat and calories** than other leading sausage brands.
- Chicken Raised with **No Antibiotics Ever.**

QUALITY & FLAVOR

- Gilbert's aren't just for the bun. They're **all-purpose proteins that are great for breakfast, lunch, dinner and snacks.**
- See our website for recipe ideas.
gilbertssausages.com
[instagram.com/gilbertscraftsausages](https://www.instagram.com/gilbertscraftsausages)

If you don't know the answer to a question, don't worry. Refer the customer to our website, and let them know the contact form and phone number both go directly to one of the owners of the business. We're happy to help!



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Cooking and Serving



COOKING STEPS

- Cook whole sausage links until hot.
- Cut coin-shaped samples (approx. 8-10 samples per link).
- Skewer each sausage sample with toothpick or place in paper cup.
- Present each sausage variety on a separate plate or tray.
- Keep samples warm, re-heating gently if necessary.

SERVING TIPS

- Display a package of each sausage variety behind its own plate or tray.
- Always have warm samples on-hand ready for customers to taste.
- If the store traffic is slow, please put out fewer samples.
- Keep serving plates, trays, and utensils clean and presentable.
- Rotate sausage varieties throughout the demo when featuring five or more products.

FAQ

Do your products contain gluten?

No.

Do your products contain dairy?

The Caprese Chicken Sausage contains mozzarella cheese. The Smoked Gouda Chicken Sausage contains gouda cheese. The Fig & Feta Chicken Sausage contains feta cheese. All other Gilbert's are dairy-free.

Are your products all natural?

Gilbert's Chicken Sausages are All Natural, and use antibiotic/hormone-free chicken. Gilbert's Natural Franks are All Natural.

How do you cook Gilbert's?

Our sausages are fully cooked and just need to be heated through. Microwave, hot water, grill, hot pan, etc. all work just fine. You CAN microwave them in the package in under 30 seconds for a steaming effect.

Do Gilbert's Craft Sausages freeze well?

Yes. However, freezing is generally unnecessary due to the long shelf life and the individual wrapping.

Why is the shelf life so long?

Because they are vacuum sealed before they're cooked. This means they're cooked in the absence of oxygen, and any bacteria is killed off in the cooking process.

Where is Gilbert's located?

Our products are made in Denmark, WI (just south of Green Bay), and our headquarters is in Wheaton, IL (just west of Chicago).

What kind of casing is on the sausage?

All sausages have a beef collagen casing. It gives us a better snap than intestinal casing without the tough, chewiness. This also means our items contain no pork.

What if I can't answer a question or run into a problem?

The meat manager or a store employee can assist with most in-store problems.

If you have any questions, please call

Chris Stoye (414) 308-4796
Eric Romberg (630) 291-1981

If you don't know the answer to a question, don't worry. Refer the customer to our website, and let them know the contact form and phone number both go directly to one of the owners of the business. We're happy to help!