

## Glaze N Roast Nut Roaster Demonstration Tips and Techniques

Thank you for taking a few minutes to learn about the Glaze N Roast Nut Roasting Pan, Nut Glazes and accessories. This product demonstration is fun and is designed to attract the consumers' attention to help them make the decision to buy. This easy demo will have curious customers stopping to sample the glazed nuts. The tempting aroma during the roasting process will bring customers to you looking for a sample. When they witness through your demo how easily they can make glazed nuts at home, they will be convinced to buy

This video contains all of the information you need to sell the Glaze N Roast Nut Roasting Pan, Nut Glazes, and accessories to your customers. We'll talk about glazed nuts in general, go over the supplies needed for your demo, walk you through the assembly and use of the nut roaster, point out key features, and share quick clean-up tips.

As is the case with all sales, remember to Smile and be happy and inviting during the demo.

Most consumers are already familiar with glazed nuts. They line up- to buy them at Sporting Events, Fairs, Destination Retailers, Confectioners and even pre-packaged one at the grocery stores. They are even a common holiday gift. On average, consumers pay about **\$7.00 per cup** of glazed nuts. The Glaze n Roast can deliver a consistently great finished glazed nut product for about **\$8.00-\$9.00 per pound, that is the equivalent of \$2.50-\$3.00 per cup** (of course those prices will vary depending on the type of nuts used). Be sure to point out the major savings of glazing nuts at home during the demo. Remind the customers that they can glaze roughly three times as many nuts for the price of one cup at that fancy outdoor store or event they attended. Or perhaps explain that it's a savings of 67% off the price of purchasing commercially glazed nuts.

Glazed nuts are usually consumed as Snacks, as accents on salads and fancy toppings for baked goods. They have great flavor and are a good protein source.

The Glaze n Roast process works on all types of nuts, plain or salted. This is where the preference debate will start! I use unsalted almonds for demonstrations because they are the least expensive and most widely liked by consumers but consider using: Almonds, Cashews, Peanuts, Pecans, Walnuts or another variety. Consumers will reach back in for a second sample once they have tried a first! You might even want to consider changing the types of nuts used for each demo of the product. The flavor of the nut itself can be tasted along with glaze, so as each nut has a different flavor, the glazed nuts will be slightly different and appeal to a wider audience.

#### Demo Supplies:

- Glaze N Roast Nut Roasting Pan
- Nuts- Plan on 1 pound per hour for moderate size crowds
- Premium Nut Glazes- Display all three Toffee, Cinnamon and Sweet Heat.
- Hot Plate- Electric Element, Gas or induction top. The Pan is anodized aluminum so an induction top will require a steel plate to activate the safety feature of the induction cooktop.
- Health Department safety gear- Gloves and hairnet as required
- Cookie sheet for cooling
- Spatula
- 1 oz. serving cups
- Roll of paper towels
- Couple bottles of water for quick clean-ups

#### Assembly:

Take a minute and read the instructions included in each Nut Roaster. It contains the guidelines for assembly, cleaning, contains operating precautions and has a few recipes for nuts that do not require the glaze.

The Glaze n Roast is simple to assemble or disassemble for cleaning and storage. There are only 4 parts. Simply screw the wooden pan handle onto the pan, the crank assembly has a square end that fits snugly into the Stirring mechanism

then insert the shaft into the center post and the specially designed shaft will stay securely in place but can be removed by simply pulling up on the handle.

Remember that the anodized aluminum pan will get hot during the cooking process but the wooden handles are cool to touch.

Give the pan a quick hand wash prior to the first use and you are ready to demonstrate.

Demonstration:

The instructions for the Glaze n Roast recommend processing in batch sizes of 2 cups and the maximum capacity of the pan is 3 cups. The Glazes recommend using ½ cup of glaze for 2 cups of nuts. For the Demonstration, I do not recommend making batches this large unless you have a big crowd. The large batches take about 12-15 minutes to process but small batches process faster. I recommend demonstrating in small batches: ½ -3/4 cup of nuts at a time and splash the nut glaze on so it flavors the nuts but does not cause excess in the pan (a couple tablespoons at most).

Cook on Medium to medium High Heat! High heat might cause the sugar to burn and cause an unpleasant smell. Remember you are using the spell of an enticing aroma like Walt introduced into his Magic Kingdoms to draw the crowds and boost sales...”

While you are glazing the small batch of nuts, you should have some already available in portion cups to sample and another small batch cooling so consumers can see the whole process in a few moments. You do not have to constantly turn the handle during the demo.

It is important to talk about the Nut Glazes and how the cane sugar will crystalize to form the glaze and it is not a high fructose corn syrup. We offer 3 flavors that will deliver the same results every time and take the guesswork out of the process but encourage the customers to be adventurous and experiment to find their favorite recipe.

The Toffee Glaze has the right balance of buttery smoothness and sweetness.

Sweet Heat Glaze has subtle levels of heat that will tingle the tongue but is not a hot or unpleasant heat level. There typically is a settled level of spice on the top of the glaze but remember the heat is infused in the glaze. Give the bottle a little shake before use.

Cinnamon Glaze will remind everyone of the Holidays with its great aroma!

Note the Spicy Maple Bacon Glaze recipe in the instruction manual as that recipe is a flavorful favorite. Recipes for Nut Brittles and seasoned nuts are easily located on the internet. Encourage people to experiment with flavors because the options are endless. They can start experimenting by adding other extracts, spices, etc. with the bottle the glazes. Then they can become more adventurous by creating their own recipes from scratch.

When the glaze has crystalized and the nuts are ready, pour them onto a cookie sheet and use a spatula to separate them for cooling. Warm nuts will be soft but as they cool, they will firm up and become a crunchy treat.

#### Clean-up

After Demonstrating 4-6 batches, the pan will be covered in glaze. Add some water to the empty pan and let it dissolve the sugar from the stirring mechanism and sides of pan. The sugar will dissolve and can be wiped clean after a few minutes of soaking. I like to leave the pan on the cooktop while it is soaking because the warm water will increase the speed of the process and continue to create the aroma. Wipe the pan clean and dry with paper towels and start the process over again.

Keeping the demo area neat and clean will allow your customers to focus on the demo. The more they focus on the demo, the easier it will be to close sales.

Thank you for watching and best wishes for your success and remember to smile!