

Peppered Palette Co. presents Sweet Heat Fun!

Sweet Heat Fun! Staff Training Manual Lancashire's Everything Sauce Revolution

Welcome to the rebellion!

You're now part of something special - stocking Sweet Heat Fun!, the sauce that's breaking every food rule in the book. This manual will turn you into a Sweet Heat Fun! champion who confidently converts curious customers into raving fans.

What Makes Sweet Heat Fun! Revolutionary?

This Isn't Hot Sauce. This Is Everything Sauce. While boring hot sauces stick to chips and curry, Sweet Heat Fun! laughs in the face of convention. We're talking granola for breakfast, ice cream for dessert, and everything gloriously unexpected in between.

The Sweet Heat Fun! Story

- **The Creator:** Todd, American expat living in Lancaster who unintentionally discovered the magic behind of Sweet Heat Fun! from a haba ero chilli
- **The Mission:** Breaking food rules and creating unexpected joy
- **The Credentials:** Great Taste Award + Taste of Lancashire Producer Award winners
- **The Quality:** Real fruit juices, natural spices, no water dilution, no artificial nonsense
- **The Promise:** 100% vegan, gluten-free, additive-free rebellion

Why We're Different - We didn't just make another hot sauce - we created an entirely new category. Sweet Heat Fun! is the first sauce created initially to complement desserts though works on literally everything. When customers compare us to other premium sauces, remind them: "There's nothing else like this anywhere."

Your key message: *"Sweet Heat Fun! breaks every food rule - and that's exactly the point."*

The Flavour Rebels

Pineapple - "Delightfully Mischievous"

- **Personality:** The tropical troublemaker
- **Taste:** Golden sunshine with a smoky kick that creates "a seductive blaze around your palate"
- **Sweet Applications:** Apple crumble, upside-down cakes, pi a coladas
- **Savoury Applications:** Pork tenderloin, prawn skewers, BBQ glazes
- **Sell to:** BBQ lovers and dessert adventurers
- **Staff tip:** Perfect starter for nervous customers - familiar tropical taste

Orange - "Total Breakfast Brilliance"

- **Personality:** The morning game-changer
- **Taste:** Vibrant citrus with cocoa notes and fiery belly
- **Sweet Applications:** Granola, sticky toffee pudding, orange margaritas
- **Savoury Applications:** Salmon fillets, BBQ pulled pork, wing glazes
- **Sell to:** Breakfast enthusiasts and entertainers
- **Staff tip:** The versatility champion - morning to night applications

Lemon - "Lively, Sharp, Wicked"

- **Personality:** The zesty rebel
- **Taste:** Bright citrus with mellow heat for "lip-smacking combos"
- **Sweet Applications:** Victoria sponge, lemon bars, hot gin cocktails
- **Savoury Applications:** Prawn tacos, pasta, vinaigrettes, roasted vegetables
- **Sell to:** Seafood lovers and baking rebels
- **Staff tip:** Great for customers who want familiar flavours with a twist

Key Lime - "Pure Summer Sunshine"

- **Personality:** The sophisticated showstopper
- **Taste:** Zingy brightness with vanilla sophistication
- **Sweet Applications:** Ice cream, mango sorbet, white chocolate cheesecake
- **Savoury Applications:** Seafood, chicken, tacos, avocado toast
- **Sell to:** Sophisticated palates and ice cream lovers
- **Staff tip:** The "wow factor" flavour - always suggest on vanilla ice cream

Cranberry - "Sharp, Sultry, Rebellious"

- **Personality:** The sophisticated rule-breaker
- **Taste:** Zesty bite melting into slow, warming spice
- **Sweet Applications:** Jam roly-poly, hot toddies, festive glazes
- **Savoury Applications:** BBQ meatballs, harvest grain bowls, cheese boards
- **Sell to:** Adventurous foodies and gift buyers
- **Staff tip:** Perfect for customers who pride themselves on unique taste

Heat Levels:

- **Habanero:** Approachable warmth that complements rather than dominates
- **Carolina Reaper:** Serious heat that still lets the flavour shine through

Crushing Customer Objections

Hot sauce on ice cream? Are you having a laugh? *"I know it sounds mental but trust me on this - try Key lime on vanilla ice cream. The vanilla and citrus are mates, and that gentle heat creates this incredible tingling sensation. It's like discovering fire all over again!"*

Is it actually hot though? *"Sweet Heat Fun! is about flavour adventures, not pain endurance. Even our Carolina Reaper varieties create warmth and*

excitement rather than mouth-melting torture. The fruit sweetness makes the heat dance instead of burn."

"Why pay £7.99 when Tesco does hot sauce for £2?" *"Because those £2 sauces are mostly water and vinegar. Sweet Heat Fun! is concentrated flavour made with real fruit juices. Plus, show me another sauce that works on both your Sunday roast AND your Sunday pudding. This isn't just condiment - it's food revolution."*

How do I know which one to choose? - *"What gets your taste buds excited? [Listen actively] Love citrus? Key lime or lemon will blow your mind. BBQ enthusiast? Pineapple or cranberry are your weapons of choice. Feeling rebellious? Orange works on absolutely everything!"*

Will my family actually eat this? *"Start them on familiar territory - orange on chicken, pineapple on pork. Once they taste how incredible it is, they'll be begging you to put it on everything. Each bottle has recipe ideas right on the label to guide your rebellion."*

This is just a gimmick, right? *"Absolutely not! Our customers use Sweet Heat Fun! daily - it becomes as essential as salt and pepper. The versatility means one bottle replaces multiple condiments. You'll wonder how you lived without it."*

Any allergens I should know about? *"Sweet Heat Fun! is proudly vegan and gluten-free with zero artificial nastiness. Made with real fruit juices and natural spices. Always check the label for specific requirements, but we're pretty clean rebels."*

How long will it last?

Selling Like a Sweet Heat Fun! Champion

Power Phrases That Convert:

- *"Everything sauce with attitude" (never just "hot sauce")*
- *"Unexpected joy in every drop"*
- *"Award-winning rule breaker"*
- *"Made right here in Lancashire"*
- *"Nothing else like it exists"*
- *"Wait until you try this on ice cream!"*

The Tasting Revolution:

When samples are available, lead with taste:

1. **Discover their preference** - sweet tooth or savoury soul?
2. **Neutral first taste** - let them experience the flavour journey
3. **Drop the bombshell** - suggest the unexpected application
4. **Ice cream revelation** - the ultimate game-changer
5. **Watch the magic** - their face will do the selling

Cross-Selling Gold:

- **Steak buyer:** *"Fancy turning that into restaurant-quality with pineapple Sweet Heat Fun! glaze?"*
- **Ice cream buyer:** *"This sounds mad, but Key lime Sweet Heat Fun! on vanilla is pure genius..."*

- **Gift shopper:** *"Sweet Heat Fun! is perfect for people who think they've tried everything!"*
- **Party host:** *"Orange Sweet Heat Fun! transforms cocktails and canapés into conversation pieces"*

Gift Positioning Magic:

- Perfect for foodies who "have everything"
- BBQ legends ready for their next challenge
- Adventurous cooks who love surprises
- Beautiful packaging that demands attention
- Guaranteed dinner party conversation starter

Handling the Hesitant:

- *"I get it - it sounds bonkers. That's exactly why it's brilliant."*
- *"Everyone reacts like that, then they become our biggest advocates."*
- *"Try one bottle and see what happens - bet you'll be back for the full collection."*

The Lancashire Pride Factor:

- *"Created right here in Lancashire by a local food rebel"*
- *"Supporting local innovation while getting award-winning quality"*
- *"From our county to your kitchen"*

Quick Reference Arsenal

Pricing:

- **Habanero varieties:** £6.95 - £7.99
- **Carolina Reaper varieties:** £8.95 - £9.99
- **Gift sets:** Available on request

Flavour Matching Guide:

Customer Wants	Recommend	Perfect Demo
Citrus lover	Key Lime or Lemon	Ice cream or seafood
Tropical vibes	Pineapple	Apple crumble demo
Breakfast rebel	Orange	Granola transformation
Sophisticated palate	Cranberry	Cheese board elevation
BBQ enthusiast	Pineapple or Orange	Glaze demonstration
Entertainer	Any flavour	Cocktail enhancement

Loyalty Building:

- **Remember their favourites** for return visits
- **Share seasonal applications** throughout the year
- **Ask about their adventures** with previous purchases
- **Suggest new combinations** when they restock

When NOT to Recommend:

- Customers with zero heat tolerance (even our mildest has bite)
 - Heat seekers looking for maximum burn (we're about flavour, not fire)
 - Extremely budget-conscious shoppers (acknowledge our premium position)
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Success Indicators

You're Winning When:

- Customers try the unusual applications = future advocates
- Multiple bottle purchases = they understand the concept
- Gift purchases = new customer acquisition
- Word-of-mouth recommendations = strongest sales driver

Monthly Mission:

Track customer reactions to unusual applications - these create the best stories and strongest advocates.

Need Backup?

Todd Guiton - Founder & Chief Rebel

To book Todd for an in-store demo or for product questions, reorders, or customer feedback:

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- **Email:** GetZesty@SweetHeat.Fun
- **Website:** <https://SweetHeat.Fun/>
- **Instagram:** @SweetHeatFun

Remember: You're not just selling sauce - you're recruiting people into a food revolution. Be bold, have fun, and watch customers discover that breaking food rules is the most delicious rebellion of all!

Sweet Heat Fun!: Makes Everything Taste Happy 🍌🍯

Remember: You're not just selling sauce - you're introducing customers to a completely new food experience. Have fun with it, be enthusiastic, and watch customers discover unexpected joy!

Peppered Palette Co.

Sweet Heat Fun!

Born in America, Crafted in Lancashire.