SALES TIP OF THE WEEK

SHIRLEY J CREAM SAUCES

As promised, this week's Tip is a Shirley J product highlight to help you share this product with your customers, and reach $100 in Shirley J sales this month.

Shirley J Cream Sauce Bases are powders that are added to water to give any recipe a rich creamy base. They have been used for over 30 years in the foodservice industry, allowing chefs to create endless recipes, and now they are available to families as well. You can find these bases on page 23 of Catalog #1.

The basic recipe on the Universal Cream Sauce Base bag (#5240) uses 1 cup Base and 3 cups water to make a basic white sauce. To this, you can add diced vegetables, thyme and pepper for a creamy soup. Or, try adding garlic powder and parmesan cheese to make an Alfredo Sauce for pasta or pizzas. Once you start using the Shirley J Cream Sauce, you understand why they call it "universal." It can be used in so many recipes to make your cooking faster and easier. I am attaching a flyer from the AP Food Show with a big list of meals that can all be made with Shirley J Cream Sauce (#5240).

White Cheddar Soup and Sauce Base (#5242) works in the same way. With just the addition of water, it whips into a smooth, mild-flavored sauce that works perfectly in homemade macaroni and cheese or Broccoli and Cheese Soup.
The added bonus in these bases is the nutritional content. When you see the thick creamy recipes that they make, it is hard to believe that they aren't loaded with fat. In actuality, they have NO saturated or trans fat. They are made with sunflower oil.

I have tested these products and they do exactly what they claim. They mix up silky smooth and take all of the fuss out of making a traditional white sauce with butter and flour. As an interesting side-note, I generally don't make white sauces often because they tend to irritate my husband's stomach. I figured the ultimate test of these bases would be how he reacted to my recipes using them. He had no stomach upset after eating any of the recipes I prepared with the Shirley J bases. I don't know if everyone would have the same experience, but I am so excited that now I can make richer foods we can all enjoy.

Have a great week!