

Season Launch

Simple, family-style, easy-to-make good food to fill you with warmth and comfort for a cozy Winter season.



Quick & Comforting

Get good food on the table fast with new rustic Italian favourites and delish soups and sauces for the season. Not to mention the yummy delights of sweet treats and multi-use condiments.



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The Winter 2024 Catalogue is in effect on January 4, 2024, at 12 noon (PT) for both Canada and the US.

Trends for the Winter Season

Welcome to our new Winter season! Get ready to harness that fresh, post-holiday energy as we refocus on health goals and revamp kitchen routines. This season, we're championing the concept of The Good Basics—think cozy, heartwarming

meals that are family-friendly, quick to prepare, and won't create a mountain of dishes to clean up. Join us for a season of delicious simplicity!

Everyday Italian

Who doesn't adore Italian cuisine? These classic dishes are made easier; the recipes are simplified with just a handful of fresh ingredients. Grab the fam or your favourite friends and dish it up

family-style on large platters. Feel the warmth and camaraderie as plates are passed hand to hand, making mealtime cozy and wonderfully social.



Italian Meatball Seasoning (Pack of 3)

Dive into the signature Italian dish everyone loves for its comforting simplicity and bursting flavours. Juicy, herby meatballs that pair perfectly with spaghetti and marinara sauce, stuffed into sandwiches, atop pizza, or added to soup. Each package creates 32 delicious meatballs.



Rosée Sauce Mix (Pack of 3)

Create a rich, creamy tomato sauce infused with sweet basil, Parmesan, and garlic notes. This velvety texture clings to noodles without drowning them! Each package yields 2 cups of sauce.



Modern Mac Seasoning (Pack of 3)

Indulge in the ultimate dairy-free, vegan, and nut-free version of creamy Mac & Cheese out there. A luscious cheese sauce blankets the noodles generously, enriched with a mildly cheesy flavour from nooch. Make it with your choice of plant-based milk, and don't stop at noodles! Spoon over steamed broccoli, cauliflower, or rice.



Tuscan Herb Risotto (Pack of 3)

Innovation at its finest! Say goodbye to endless stirring on the stovetop – this risotto goes straight into the microwave using the Round or Multipurpose Steamer. Made with protein-packed tri-coloured quinoa instead of rice, it's a game-changer. Just add hot water, a nugget of butter and frozen peas at the end. Each package serves 4.

Comfort Soups

Introducing super soups – where warmth equals healthful comfort. We're launching two new crowd-pleasing soups that tug at your nostalgic heartstrings and crown you the dinner hero! Let's debunk the myth that soups are complicated to make! These unique blends redefine simplicity, boasting significantly lower sodium and sugar content than store-bought options.

Use our new **Freezer Cube Trays** to conveniently portion and efficiently stock your freezer for easy reheating delicious soups and meals.



Tomato Soup Seasoning (Pack of 3)

Your childhood comfort on a chilly winter day. With the distinctive sweet and tangy tomato flavour and velvety texture, each spoonful is a cozy, nostalgic delight. You will want a grilled cheese sandwich for dunking! Just add water and one can of tomato paste. One package makes 4 cups.



Broccoli Cheddar Soup Seasoning (Pack of 3)

A kid-pleasing, crowd-fave that's both comforting and wholesome. Made with less than five ingredients and boasting up to 50% less sodium than grocery store brands. Just add milk, a package of frozen broccoli, and finish with your favourite shredded cheese. One package makes 4 cups.



Meal Prep Buddies: 1 and 2 Cup Freezer Cube Trays

Meet your meal prep allies and take batch cooking to the next level with freezer-ready portions of your favourite food. Freeze up to four 1 or 2-cup portions of chilli, soups, stews, sauces, or leftovers. Fill cubes to the desired level, snug on the lid, then freeze until firm. Pop out, reheat, and enjoy. Made of 100% food-grade silicone with a steel core. No BPA, lead, PVC, or phthalates. Oven safe up to 446F. Do not use it in the microwave.

Fall In Love....

With chocolate! Our new gluten-free **Chocolate Cake Mix** is just in time for valentines, galantines, or any day you need a dose of chocolaty goodness.

Chocolate Cake Mix (Pack of 2)

Elevate birthday parties, Friday date nights, weekend dinners with friends and especially Valentine's Day with this gluten-free mix. Each package bakes up a light, moist and super fluffy 8" chocolate cake. A great partner with **Happy Birthday Cake Mix** – make a double decker!



Public Season Launch Event Strategies

It's time to gather! Plan your Season Launch event, in-person or virtual to create momentum.



The power of in-person

There's a special energy when we gather together. Host a local in-person Season Launch event and invite friends, family, and VIP guests and they will:

- Taste the new products
- Share the excitement of the new season
- Bring guests for increased opportunities to book and sponsor
- Have fun!



How to get started

Holding an in-person Season Launch event is easier than you think.

Your Season Launch page is the place to go for all your resources! Here are some tools to get started:

- Customize and send out the SL Invitations
- Tasting Guide—set up and show off the new products
- Show the ready-made new season
[Leaders Season Launch Page](#)
[Ambassador Season Launch Page](#)



Public virtual season launch

Everyone can be a part of the eager anticipation and fun leading up to a new Epicure season! Invite your customers to follow Epicure on [Facebook](#) and [Instagram](#) and to join your VIP or customer groups to join in the excitement.

Epic Tips for Social Media



Marketing collateral

- Find Social images and caption ideas to drive excitement for the new season in the Winter Season Launch Excitement Guide on your Season Launch page.
- Download and share the Online Images in your private Facebook groups and events.
- Use the Social Library for posts and images—find it under MyEpicure > Tools > Social Pantry

Social tools we love

- [Canva](#): create custom images including posts, banners, videos, and IG Stories
- [Boards](#) : Done for you digital content, created just for you by Epicure Home Office. With Boards, you'll have everything you need to share Epicure on social neatly organized and easily accessible on any device.

Season Launch videos

- Winter 2024 videos are available on your Season Launch page.
- For Facebook, copy and paste the URL from [YouTube](#) into a post
- For Instagram, download the video from [Vimeo](#) and share it as a post

Resources & Support

Did you know there's a special SEASON LAUNCH section on MyEpicure where you'll find all the info you need to succeed this season? It's true! Discover the following:



- **Season Launch Excitement Plan**

Daily done-for-you social media prompts and tasks to create excitement surrounding the new season and connect with your followers to have a successful launch.

- **Online catalogue**

No waiting required—you can check out the new catalogue right away (remember to match any public sharing to what Epicure teases and shares, until January 4, 2024.).

- **Season Launch Invitations**

Use the social squares to invite your networks to a virtual or in-person Season Launch. Whatever works for you!

- **Images for Online Events**

Images for all the products in the new catalogue are there for you to share in your virtual events.

- **Product Knowledge**

Allergen list, Ingredients & FAQs, Nutrition Facts Table—these will help you answer customer questions and are updated seasonally.

- **Product Information**

They're back! Find all the product info you need on the new season Product Profile Sheets on MyEpicure. Our product pages on Epicure.com are also robust with great info that your customers can see as they shop.

For seasonal social visuals, including Facebook cover photos and social media posts, go to **Tools > Social Pantry**.

Tasting Menu & Prep



- Learn how to prepare the tasting portion of your Season Launch. It's an opportunity to share the best of the season with your Teams and guests.
- Download the Download the Tasting Guide and use the checklist for prepping. We are so excited for you and your Season Launch guests to see and taste these Winter products and recipes!

[Leaders Season Launch Page](#)
[Ambassador Season Launch Page](#)

menu

A Taste Of Italy

(choose at least 1)
Italian Meatballs
Rosée Pasta

Soup-er Delights

(choose at least 1)
Broccoli Cheddar Soup
Tomato Soup

Cozy Cuisine

(choose at least 1)
Tuscan Herb Risotto
Modern Mac

Chocolate Dreams

Chocolate Cake Petites

Ambassador Pre-Order



Pre-order now:

December 19, 9:00 am (PT)
until
January 4, 8:29 am (PT)

Quantity Unlimited!*



What is Ambassador pre-order?

Your chance to put in an order for new season products and try them out as soon as the new season begins!



Why should I pre-order?

Order right away to ensure your new products arrive as soon as possible for the new season.

Try out the new products when they arrive so you're a product pro by Season Launch and ready to demo and answer any questions.

TIP: We've done some research on successful product launches and found you don't need the products in-hand to start off a new season. Use the social and video tools we provide to start sharing the new season while your order arrives! It really does work!

How do I order?

1. All Ambassadors can log in to MyEpicure starting at 9:00 am (PT) on December 19.
2. Click on **Orders**.
3. Choose **Add Order** and pick **Personal**. (Now you will see a New Product Pre-Order tab where you can add these collections to your cart.)
4. Place and submit the order for your Pre-order collections, catalogues, and any other products.

*During the Ambassador Pre-Order period, all levels may order ANY quantity of each collection.

Ambassador Pre-Order

During the Ambassador Pre-Order period, all levels may order ANY quantity of each collection.

The Good Basics

85.95 CA / 79 US (172 QV)

Broccoli Cheddar Soup Seasoning (Pack of 3)

Chocolate Cake Mix (Pack of 2)

Italian Meatball Seasoning (Pack of 3)

Modern Mac Seasoning (Pack of 3)

Rosée Sauce Mix (Pack of 3)

Tomato Soup Seasoning (Pack of 3)

Tuscan Herb Risotto Mix (Pack of 2)

Chocolate Lovers

23.95 CA / 21.95 US (48 QV)

Chocolate Cake Mix (Pack of 2)

Fudgy Brownie Mix (Pack of 2)

Everyday Italian

51 CA / 46 US (102 QV)

Modern Mac Seasoning (Pack of 3)

Italian Meatball Seasoning (Pack of 3)

Rosée Sauce Mix (Pack of 3)

Tuscan Herb Risotto Mix (Pack of 2)

Classic Soups

36 CA / 32.95 US (72 QV)

Broccoli Cheddar Soup Seasoning (Pack of 3)

Tomato Soup Seasoning (Pack of 3)

Wintry Mushroom Soup Seasoning (Pack of 3)

Freezer Cube Tray 1 Cup*

24.95 CA / 23.50 US (50 QV)

Freezer Cube Tray 2 Cup*

24.95 CA / 23.50 US (50 QV)

*Quantity Limit 1 each for Pre-Order



Frequently Asked Questions

What is epicure doing to ensure safety and quality?

Epicure follows Good Manufacturing Practices (GMPs), which ensures that we are upholding all safety standards and will continue to practice and follow appropriate testing, vendor validation, and quality processes. We would never serve your family something that we wouldn't serve ours. We are committed to ensuring safety and quality.

Why do some products sell out or stock out so quickly?

Forecasting and manufacturing is a continuous process leading up to a launch and beyond. We monitor sales and inventory closely and respond proactively to support your business. In the event of a well-loved product that sells faster than expected, there are times where we will experience short-term stock-outs. In these situations, we will communicate proactively. Always check your Product Alert page on MyEpicure for up-to-date information.

Can I share the new catalogue and new season products before January 4, 2024?

We want you to help build up the excitement for the new season! Epicure will be sharing sneak peeks in the weeks leading up to the new season.. Go ahead and share your own product sneak peeks to build excitement before launch on January 4.

Looking for guidance? Check out the Excitement Guide on your Season Launch page.

When the new season opens on January 4, invite your customers to watch the LIVE at 12 noon (PT) on Epicure's social channels and place orders right away! Make sure you're following Epicure on social—if Epicure shares any public teasers, you are encouraged to share them!

Where can I find updates and announcements?

Any updates or announcements that are not included in monthly emails will always be shared on the messages board on the MyEpicure home page.

Frequently Asked Questions

What is Ambassador Pre-order and what can I order?

Ambassador Pre-order is a chance for Ambassadors to order new products in collections before they launch on January 4. There are several Ambassador Pre-Order collections available for purchase.

Included in Ambassador Pre-Order Collections are all the new products and a selection of our most popular returning and seasonal items.

There is no limit to the quantity of Ambassador Pre-Order Collections each Ambassador can purchase. Ambassadors earn double QV for every collection purchased and may purchase Pre-Order Collections along with products available for sale in the current catalogue, and Ambassador supplies.

The 1- and 2-Cup Freezer Ice Trays will be available for order during the Ambassador pre-order LIMIT QTY 1 of each size to ensure we have sufficient stock for customers on January 4. (Note: These items were offered as a popular previous Host Exclusive.)

All new, seasonal and returning products can be purchased individually on January 4 when the season launches.

Will any current or past products continue to be available after the catalogue changes?

There will most likely be some products from the current season that stay on and available when the catalogue changes on January 4. We will make sure to upload a list of these products to your Product Alert page closer to the new season. They will remain available while supplies last.

Are there any changes to products or prices for the new season?

No changes at this time. Any updates will be provided to you on your Product Alert page on MyEpicure.