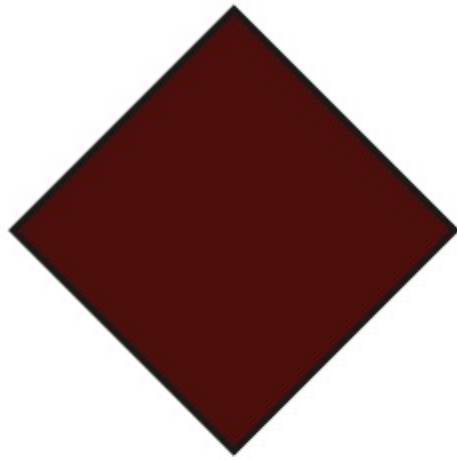


Newsletter Marketing Plan

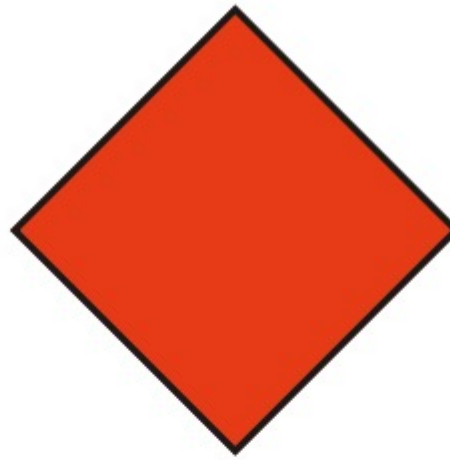
Newsletter Marketing Plan

Business type	Hot Sauce Company
Business name	Molten Fury
What is your why?	The company focuses on the art and craftsmanship of making hot sauce from the heart.
What makes your biz different?	We provide hot sauce that is made from all-natural ingredients with our own house recipes.
Who is your audience?	Food and Spice Lovers
What do visitors want?	To add a burst of flavour and excitement to their next meal.
What action do you want visitors to take?	Visit the company website and purchase hot sauce.
Newsletter purpose	Provide new recipes that can be made with our current hot sauce collection.
What relationship do you want to form?	Friendly and fun
Newsletter goals [expert, friend]	Be a friend to subscribers and become a positive part of the subscriber's week.
Frequency	weekly
Focus	The focus is on maintaining a positive relationship with customers and showcasing how they can use their new hot sauce at home.
Measurable	how many people open the email

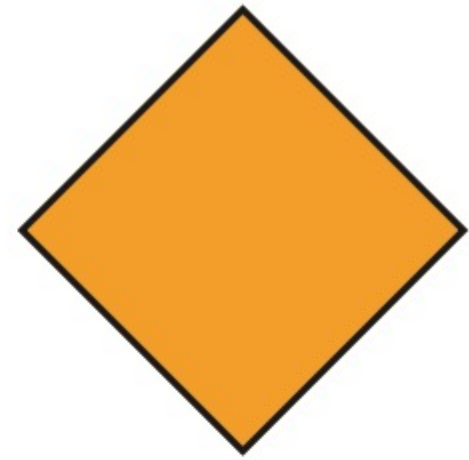
Style Guide



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Contact Form




**Subscribe to our weekly newsletter
to receive new recipes that are perfect for our
fellow hot sauce lovers!**

Email Address *

First Name

Last Name

Subscribe

Grow your business with  mailchimp

Newsletter Content Plan

Single Newsletter Content Plan

Email Primary Message	This week's recipe is Gochujang Grilled Cheese!
Subject Line:	New Recipe Coming In Hot!
Purpose	Showcase a fun recipe that will encourage the use of our brand's products
Call-to-Action	Check out our new Gochujang Paste
Topic	New recipe that uses one of the company products
Headline	Let's Get Spicy!
Subheadings	Gochujang Paste; Gochujang Grilled Cheese
Content Item	Image of grilled cheese



Let's Get Spicy!

Gochujang Paste

This week's recipe is a perfect opportunity to use our new Gochujang Paste! It's made from gochu-garu, glutinous rice, meju powder, yeotgireum, and salt. Click the button below to check out our Gochujang Paste!

[Check It Out](#)



Gochujang Grilled Cheese

- Total Time - 25 minutes
- Makes 2 Sandwiches

Ingredients

For the cheese spread:

- 2 ounces grated Gruyère (about 6 tablespoons)
- 2 ounces grated white cheddar (about 6 tablespoons)
- 1 ounce grated fontina cheese (about 3 tablespoons)
- 2 garlic cloves, finely grated
- 2 tablespoons coarsely chopped fresh parsley
- 2 tablespoons gochujang (Korean hot pepper paste)
- 2 tablespoons mayonnaise (preferably Duke's)
- 1 tablespoon chopped red onion

For the sandwiches and assembly:

- 2 slices pancetta (about 1 ounce)
- 4 slices good-quality crusty Italian bread, such as ciabatta
- 2 tablespoons mayonnaise (preferably Duke's)
- 2 small pickled okra, thinly sliced
- 1/2 cup fresh bean sprouts
- 2 tablespoons olive oil
- 2 tablespoons unsalted butter

Make the cheese spread:

Step 1

Mix Gruyère, white cheddar, fontina cheese, garlic, parsley, gochujang, mayonnaise, and onion in a medium bowl until well combined.

Assemble the sandwiches:

Step 2

Heat a large cast-iron or non-stick skillet over medium-high. Fry pancetta until crispy and fat has rendered, 3-5 minutes per side. Wipe out skillet and reserve for sandwiches.

Step 3

Spread 1 side of each slice of bread with 2 Tbsp. mayonnaise total (doing this before toasting helps ensure a golden brown and crispy grilled cheese). Flip 2 slices over so mayo side is face down. Divide cheese spread between these 2 slices. Top each slice with a piece of pancetta, half of sliced okra, half of bean sprouts, and a second slice of bread with the mayo on the outside of the sandwich.

Step 4

Heat reserved skillet over medium-high. Combine oil and butter, stir until butter is melted, and immediately add sandwiches. Cover skillet with a lid or baking sheet to properly melt cheese; toast until bread is crispy and browned, 3-5 minutes per side. Cut sandwiches in half and serve immediately.

Do Ahead


Step 5

Cheese spread can be made up to 3 days in advance and refrigerated.

Recipe Source: <https://www.epicurious.com/recipes/food/views/gochujang-grilled-cheese-56389469>

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