

John Munnelly

Copywriting Samples

- [Hattwood Hot Sauce](#) Shopify E-commerce Website: products pages, Blog, Titles, Descriptions, Product Pages etc on [hattwood.com](#)
- Hattwood Hot Sauce Product Labels (All text, writing, graphics, printing - everything)
- John Munnelly & Hattwood Hot Sauce Newsletter.

PRODUCT PAGE DESCRIPTIONS (#1-5)

Product Description on Shopify Site product page.

#1. Sunshine Sauce

LINK: <https://hattwood.com/collections/sauce-in-stock/products/sunshine-sauce-mango-fruit-habanero>

“Sunshine Sauce” is a spicy reminder of Caribbean grace.

A fruity jamboree of flavor, aroma & habanero heat.

Inspired by our languid days in the Caribbean, picking juicy sweet mango's straight from our own tree.

It is great on everything.

“Sunshine” is our most popular sauce overflowing with the fruity taste of the tropics.

Serving suggestions: This condiment complements everything.

Cheeky on chicken, terrific on tacos. Great on morning eggs. Makes fish like Salmon a delight. Stimulate your senses with color, feel, aroma, heat & flavor from the exquisite Hattwood Sunshine Sauce.

Healthy Choice:

Low Added Salt: 0.4%

Low Added Raw & Unrefined Sugar: 0.6%

Fresh veg & fruit packed with vitamins

Turmeric is a known anti-inflammatory

Hot Peppers may offer health support - studies offer evidences to show digestion, heart, metabolism, pain benefits of hot pepper and the pepper capsaicin.

=====

Product Description on Shopify Site product page.

#2 Chirpy Chipotle

LINK: <https://hattwood.com/collections/sauce-in-stock/products/chirpy-chipotle-original-and-extra>

Chirpy Chipotle is an aromatic tale told by a twinkle-eyed chuck wagon cook. Bring home flavor as big as a south western sky and the sweet smoky scent of a prairie campfire.

By popular demand and for me own creative curiosity we created a seriously aromatic and smoky sauce.

An articulate & inviting aroma combined with the tried and tested original style of Hattwood Original 'Hot Red' makes this a step up in class and flavor for take outs and dull office dishes.

Careful now! The Xtra hot variation has a dollop of extra! We plus-ed up both the spice and smoke levels by including mildly smoked aromatic Ghost peppers for a real twist up in temp and all the same fun taste.

Healthy choices:

Hattwood sauces generally contain less than 1 % in combined added sugars and salt.

=====

Product Description on Shopify Site product page.

#3. PRECIOUS BEETS

LINK: <https://hattwood.com/collections/sauce-in-stock/products/precious-beets>

Red is the color: this is a crimson beauty, fiery and smooth, surprisingly complicated and yet simply delicious.

Aged extra hot & rich with smooth sweet organic beets and aromatics.

Home Grown Caribbean Style Peppers with hand picked Farmers Market Beets and mystical purple hued Modena Wine vinegar make this something very special and very different.

Rich, hot and earthy winter tones and hues.

Eastern European earthy style with a gloss of Louisiana/French flair.

Chunky and satisfying to mind and body.

It is a Winter wonder sauce, great with beef and hearty stews and a zest in a thick soup. Warming the belly and mind.

I LOVE this on beef stew - drizzle it right on the beefy chunks and have at it. It is an Alt sort of condimentary thing, we could call it a punk rock sauce for a category then. It is very unique and got great energy, saucy conviction and an aged integrity of purpose.

Big Seller on the Farmers Market with good feedback on this mature full flavor.

=====

Product Description on Shopify Site product page:

#4. Irish Hot Brown Sauce

LINK: <https://hattwood.com/collections/sauce-in-stock/products/irish-hot-brown-sauce-tamarind-steak-sauce>

'Brown sauce gone pure mad' - great as a BBQ accompaniment.

This hot savory sauce is akin to a thicker, ranchier cousin of a steak sauce. Robust umami and simmered real fruit & veg contrast and support the flavors of any seared

Friday, July 22, 2022

food be it veg or meat. Great with burgers, steak & real spud chips await this with its malty vinegar and tamarind zest, its a great party guest on your food plate.

Irish Brown is a sultry mix of Caribbean peppers, a complexity of fruits, tomatoes, tamarind & seasonings; slow-simmered for a one-of-a-kind table sauce, full of rich, deep umami flavors.

It is akin to a zestier steak sauce & a magnificent marinade.

Brilliant on burgers & fries. Makes a spiced dip for roast veg,

It is classy on chops & great with fish 'n' chips.

Serving suggestion - caramelized onions, blue cheese, moist turkey burger and Irish hot Brown Sauce. Serve with real potato fries.

Was initially and formerly known as The Mad Hatter. The inspired sauce result if a metaphorical Brit sauce had a hot Caribbean holiday fling & this is the saucy baby. Tamarind base, killer app on meat - burgers, fish and chips, steak, chops etc.

A hard working New York based Kerryman (Shopping for a sauce to wow his Cuban Girlfriend) said " 'tis like a Brown sauce gone pure mad!"

Brown Sauce is the Irish and British ketchup - often to be found side by side on every table as the red and the brown.

Healthy Choices:

Hattwood sauces generally contain less than 1 % in combined added sugars and salt.

Low Added Salt: 0.15%

Low Added Raw Sugar: 0.5%

Made with malt vinegar - so very tasty but 'may' contain traces of gluten.

=====

Product Description on Shopify Site product page:

#5. CURICOCO

Coconut-Sweet 'n' Sour Fruity Vegetable Curry

LINK: <https://hattwood.com/collections/sauce-in-stock/products/curicoco-coconut-onion-curry-pineapple>

Inspired by days in tropical Antigua, stopping to chat to the locals at road side fruit stands; selecting the local coconut and sweet Black pineapples to make a fresh vegetarian curry after getting home from a day swimming and resting out of the mad heat under the shadow of the palm crossed sun-umbrellas. Painting on front of bottle is John's own drawing of the local Antiguan favorite the local sweeter and petite 'Black Pineapple' and Mango.

CONTAINS COCONUT.

A Caribbean pepper cocktail of red, Habanero, Scotch Bonnets and Ghosts make it quite hot. A ton of onion and veg all cooked up, bathed in coconut milk with a toppy pineapple and mingled into smooth curry notes. All in all a very balanced mix with layers of flavor, feel and aromas improving your dish on multiple levels.

Made with fresh hot mix of peppers from Hattwood's personal farm space.

Heat Level: Very Hot Heat in my opinion. Very pleased with this sauce. Great on home made chicken gyro/wrap.

The Saucery

Has multiple levels of taste going on

- the Sweet/sour angle from pineapple/vinegar
- the Tropical combo of rich coconut & pineapple
- the Eastern & Caribbean ambiance of curry
- the Vegetarian meal deal with chick peas!

Healthy choices:Hattwood sauces generally contain less than 1% in combined added sugars and salt. We don't use any chemical additives or preservatives whatsoever. In fact Hattwood sauces are a rich source of nutrients and vitamins.

Ingredients: Contains Coconut

Yummy natural ingredients like hot peppers, coconut and pineapple, plus other great veg stuff. However if you scouting here for inspiration or to to find out, you have it already and please come by my market stall to buy a bottle or get one right now and read the label at your own home. The internet is full of copy cats. Hattwood welcomes questions of any sort form any genuine customers.

Curicoco © by Hattwood is a Hot and Fabulous Sauce! It is a veritable vegetable curry in a bottle.

Goes With: Gyro, Chicken, Great Marinade, Wraps.

Heat Level:

Very Hot with extra Tropical! ;)

Very Very Hot (with Extra flaming ghosts)

Fan Favorite:

Informal Fan feedback say that this is their favorite sauce: more to come. You want some.

=====

END of Product Page Samples:

=====

VIDEO SCRIPTS

Ecommerce Video Short Scripts:

“Hattwood is soooo saucy!”

<https://youtu.be/V0msJ6DiRHQ>

“Hattwood - the flavor saver”

<https://youtu.be/L8FqN3Q2Aw8>

“Still Searching?”

Friday, July 22, 2022

<https://youtu.be/Rlwk-WfRp4I>

“Making Your World More Saucy - at the market”

https://youtu.be/3g_5ggw9APs

“Be Hattwood Happy”

<https://youtu.be/V125IXibheg>

“The Meal Saver”

<https://youtu.be/03mjeCmtsyo>

END of Video Short Scripts

=====

NEWSLETTER SAMPLES

Newsletter Sample #1

A Glimpse of Stockists

On the Hattwood Sauce Front things are brightening up in the East and West, with clouds of doubt rolling away and new *stockists* coming on strong like Sunshine over Brooklyn. So roll up to the wonderfully sounding streets of Monatgue, Schermerhorn and Lafayette to re-up for Christmas or a unique and tasty present. To those in the season of Hannukah I recommend you try Hattwood Brown or Sunshine on those lovely Latkes!

I will come back to the Hattwood stocky sauce news though in a minute, because I wanted to know more about who these streets were named for and after:

BROOKLYN STREETS

Friday, July 22, 2022

Montague Street: named for an English lady poet and aristocrat Lady Mary Wortley Montagu née Pierrepont; who 'stole her education' by ignoring her superstitious governess, sneaking into the library for books. She advocated for women's education and was an activist for smallpox inoculation.

Schermerhorn Street: The three R-onerous Schermerhorn Street is hard to spell. The Double Dutchmen Peter & Abe had a long-long rope factory where long-long ropes were stretched out. This became the street where you can now get Hattwood Hot Sauce; all of which of course is a totally tenuous and ropey join up of ideas.

Lafayette Avenue: Oh la bloody la. I didn't really do my research deep enough but the thimble full of water I drew indicated this was another of many places named after the Revolutionary War fellah the Marquis de Lafayette. 'Street' was already snapped up by the city, so he got the *Avenue* out in Clinton Hill. One of his ancestors was a military companion of Joan of Arc and he himself had noteworthy achievements both in France and the revolutionary new America. He fought with tactics in one main (hand) and logistics and supplies in the other.

One of my own French ancestors, a man called Henri Ryain was of the same time, spirit and vintage as Lafayette. In his case he arrived to fight the British in 1798 and stayed on in Ireland afterwards to marry an Irish coleen he met in the Coast Guard station in Mayo. Hattwood's Rich Brown Sauce is inspired by and in salute to his memory.

Sauce *Stockistas* are below and on HATTWOOD.com

Bye for now <<First Name>>. As always it is great to be alive! and thank you sincerely for reading this far. Lets seasonally celebrate no matter what. Does that sound too chipper and positively positive? Well alright then, do the best you can! Cause it is the best! [*Still needs work* - The Ed.]

See you on Tuesday or tip around to some of the saucy stores listed already,

END of newsletter sample #1

=====

Personal Newsletter Content Sample #2 A Seasonal Listicle for Saint Patricks Day

Paddy's Day Listicle:

I do this list on the regular <<First Name>>, just in case ye forgot about the bauld Paddy, he the saint with the three leaves.

The Paddy Facts (or how to really be Irish on Paddy's Day)

- Paddy's Day is on 17th. March, the date of Saint Patrick's death. (*supposedly*)
- It's always Paddy, never Patty. (*definitely*)
- Crisps not chips, *Tayto* or bust, the rest are mere potato dust. (*always*)
- Shamrock has three leaves- never a clover four! Shamrock is Trinitarian: Un, dos, tres! Father, Son & Holy Ghost, the Green, White & Gold of the Tricolor. (*Got it, good.*)
- Bacon 'n Cabbage if ye can get it, corned beef 'n' cabbage will definitely do if in NYC (*Brown sauce yes, never ketchup*)
- Keep a big green heart, fresh & soft, don't let compassion calcify into a corporate pain in the stiff neck. (*Ole, ole, ole?*)
- "What is the craic?" - the crack is high spirited fun and a felt 'esprit de human corps' about making the most of life and a night out. (*Craic = 90*)
- Swearing of the Green - just sticking on a bit of the green and walking around NY a wee bit isn't enough to qualify. Let us without recourse to scary spirits of hangovers past, learn to be like the cardiac updated 'Paddy McScrooge' and honor Paddy's Day in our hearts, and try to keep it all the year. (*Ham-bug*)
- Barry's Tea. Irish tae is a 'sacrament', refused at first, and again, and again but then eventually given into. "Sure ye will... ahh I can't... sure go on, have a drop..., I won't be stayin'!... just a wee cup to wet your lips before ye go... oh all right, go on then" (*I'll have a drop*)

So there it is, a rousing list of March factments: like the spiky red haired Irish inventor of punk may have said - Nevermind this list of boll-ocks, have a great Paddy's day!

End of Newsletter Sample #2

=====

Personal/Hattwood Newsletter Content Sample #3 It's a hat knock life

Hi <<name>> I realized I hadn't sent out any e-letter in a while,
so wanted to give ye some news to peruse, and some pix to flick.

Flatbush Crossing (picture)

Red light yesterday. I am crossing at a brisk trot over Flatbush Ave in Brooklyn; me very own Hattwood trucker hat lifted off seemingly of it's own accord and floated away in slow-motion to land right into the middle of the street. The cars filled in behind me at pace. I stood powerless to rescue as if on a river bank watching my 'imaginary' dog be pulled downstream. I wondered if the cars might see & avoid smushing the innocent white foam form. I felt a great pull towards the center of the road but traffic prevented.

"Stop for a hat... never!" - the cars roared, thrumming through the intersection but still not rolling over the hat's foamy crown as it peeped above the flat line of the tar like the top of a mans head in his imaginary manhole.

I waited what seemed multiple dragged out minutes for the lights to change. In the distance this HUGE semi truck appeared like in a movie. It was dragging a double length load of cars. Cue throbbing anticipatory music.

I kinda knew the fate of the goose and grouched legalistically, grasping at final straws:

"What was this huge lorry doing on Flatbush anyway? Are they not supposed to go some other way?"

Some Texan said:

Friday, July 22, 2022

"Ain't nothing in the middle of the road but yellow stripes and dead armadillo"... and for a moment my Hattwood hat was there too.

The trucking truck swept by in a fluster of wind like a giant pregnant car-carrying-cockroach. It's meaty tyre's like a fat mans arse spreading out over a subway seat pushed over the median line. Me light little hat disappeared underneath flipping forward to come to rest like a pre-resurrection 'Hat-Jesus' scourged by tyres right there in the middle of the cross road.

The trucker moment marked up my white hat with a decent streak of black road or rubber scuff like a tar baptism of sorts. I was sorta embarrassed to go pick it up like I failed in some deeply Catholic way.

But the 'good news' is the Hattwood Hat 'took the licking and keep on ticking'. You could get yourself a manly hat like that too. One that declares a testosterone masculine fullness, an innate ability to ride out life's storms and wisdom to know Hattwood hot sauce.

{Product Picture}

Blatant Sales Pitch: Get trucker hat or other stuff for 15% off at Hattwoods Merch store.

15% off with code ZAZZSEPTSAVE [insert link]

Fair warning, here it goes. With this type of made to order items I don't get a huge payout but it's fine -it's good to spread the word and other intangibles. It's a vote yes. You can help my new ventures even by just dropping by my websites or sharing this e-letter Twitter, Facebook, Pinterest. LinkedIn, Google Plus, Instapaper message on social media.

Of course please do consider a hat or a t-shirt with the Hattwood logo on it. It comes in multiple colors but one size fits all. Very democratic for the times we are in.

There's a 15% discount, it is light and they ship it all around the world.

I have other Hattwood logo'd up stuff available too like T-shirts, aprons and Mugs ...

15% off with code ZAZZSEPTSAVE [LINK]

Friday, July 22, 2022

End of Newsletter Sample #3

====

END of SAMPLES