



HOT SHEET
Ball Park Snacking
Program #2220481

IMPORTANT!!

There were only a limited amount of Ball Park Magnetic Clips available. Therefore, you will only be receiving 3 or 4. Please do not display on table. Please use best judgment when handing them out so that you will not offend other customers since there is a limited supply.



In-Store Sampling Training Manual

Safeway

2220481 - Ball Park Snacking



IMPORTANT INFORMATION TO READ BEFORE EXECUTING THE IN-STORE DEMO

Today you are sampling...

Ball Park Snacking

Ball Park Cheeseburger Slider (6/8 oz.) - UPC:54500-19303 - Retailer Code:48200489

Ball Park Barbeque Chicken Slider (6/8 oz.) - UPC:54500-19302 - Retailer Code:48200323

Ball Park Bakery Wrapped Beef Franks (6/8 oz.) - UPC:75971-32576 - Retailer Code:48200274

Kit Contents

- 1 Debit Card
- 1 Easel Card (PW to print)
- 1 Gloves (3 Pair)
- 35 Magnetic Clips
- 250 Napkins
- 1 Paperwork (version noted on manifest)
- 1 PromoReport Form
- 1 Training Manual
- 200 Coupons: Ball Park Snacking

Demo Shopping List

- 1 Bag of Ice
- 10 units of Ball Park Bakery Wrapped Beef Franks
Retailer Code:48200274
- 5 units of Ball Park Barbeque Chicken Slider Retailer Code:48200323
- 5 units of Ball Park Cheeseburger Slider Retailer Code:48200489

Do Not Exceed \$67.50 total for product and supplies.

Please use your Debit Card for purchases. Unlisted substitutions of products may be seen as unauthorized purchases and may result in a deduction after demo completion.

Promotional Information

There is a TPR. On Sale \$2.99
There is a new product. Ball Park Cheeseburger Sliders; Ball Park Chicken BBQ Sliders; Ball Park Bakery Wrapped Franks

Distribution Goals

- 200 Ball Park Snacking (coupons)
- 80 Ball Park Bakery Wrapped Beef Franks (samples)
Purchased at Store
- 80 Ball Park Barbeque Chicken Slider (samples)
Purchased at Store
- 80 Ball Park Cheeseburger Slider (samples)
Purchased at Store

Store and Product Pre-Check (Pre-Call)

- ◆ Contact your store at least 24 hours prior to the execution and advise the department manager that you will be executing the *Ball Park Snacking* In-Store Sampling Program and give the date of execution.

- ◆ Verify that there is sufficient product in the store to support this event.
 - If there is not enough product to support this demo:
 - ◆ Ask the manager when he/she expects the shipment to arrive.
 - ◆ If a shipment is not planned, contact your agency immediately for further instruction.
- ◆ Record the date of your call and the name (first and last) of the **Department Manager** you spoke with on your PromoReports® Form.

What to Bring to the Demo

- ◆ Make sure all utensils & equipment are thoroughly cleaned prior to each demonstration. If possible, run them through your own dishwasher at home.
- ◆ Agency provided Hot/Break Sign
- ◆ Apron
- ◆ Demo Table
- ◆ Microwave
- ◆ Spatula
- ◆ - 2 Microwavable Plates to use to cook
- ◆ - Serving Tray
- ◆ Cooler
- ◆ Extension Cord
- ◆ Paper Towels
- ◆ Table Cloth
- ◆ Waste Basket
- ◆ Cutting Board (not wood)
- ◆ Hot Pads
- ◆ Pen
- ◆ Training Manual
- ◆ Allergy Sign (if applicable)
- ◆ Demo Kit
- ◆ Knife
- ◆ PromoReport Form

What to Wear

- ◆ Please comply with Retailer/Agency approved, standard sampling attire.
- ◆ Agency Approved Hair Restraint (i.e. hairnet, ball cap etc...) - *if applicable*
- ◆ Comfortable closed-toe black shoes (*No open-toe shoes or white sneakers*)
- ◆ Black hat

On-Site Demonstration Preparation Checklist (Please Complete All Steps)

- Check in with Customer Service prior to introducing yourself to the Department Manager.
- Introduce yourself to the Department Manager to briefly describe the in-store demonstration. Please ask to set up your table in a high traffic area near one of the products you are sampling.
- Verify the inventory of the product(s) involved in your project. Follow your agency's policy regarding No Products if necessary.
- Walk the store thoroughly to see if there is a secondary display of **Ball Park Snacking**. If there is, with the approval of the department manager, please set up your table near this display.
- If there are no displays to set up your demo next to, place 2 to 3 containers/boxes of **Ball Park Snacking** on your table to display for sale to interested shoppers.
- If applicable, examine appliances to make certain all electrical and extension cords are in good repair and appliance is clean and sanitized.
- If Extension Cord is in a Customer Traffic area, tape cords to the floor to prevent tripping.
- Take the beginning inventory of **Ball Park Snacking** on the shelf and/or secondary display location, for your PromoReports® Form (Do not include the product included in kit or the product you plan to purchase in your inventory count if applicable.) If necessary, please request that a Manager inventories any product in the backroom of the store.
- The products purchased for your demo are to be pulled from the **Grocery (Frozen Prepared)** section - **your total purchase should not exceed \$67.50 (including tax)**. Please consult your agency for proper product reimbursement procedures in your chain.

Please use your Debit Card for purchases.

- ◆ **1 Bag of Ice**
- ◆ **10 units of Ball Park Bakery Wrapped Beef Franks**
- ◆ **5 units of Ball Park Barbeque Chicken Slider**
- ◆ **5 units of Ball Park Cheeseburger Slider**

□ Hands must be washed prior to preparing or conducting the demonstration, immediately before returning to the work area after a break, helping a customer or when ever your hands are soiled. Dry hands and arms with a single-use paper towel or warm-air hand dryer. Use a paper towel to turn off the faucet. When in a restroom, use a paper towel to open the door.

Product Features and Benefits

- ◆ As you offer the consumers a sample, please **engage** them and inform them of these product features and benefits.
 - Ball Park Snacking
 - ◆ **NEW Ball Park Snacking**
 - ◆ **Featuring 3 items - Ball Park Cheeseburger Slider, Barbeque Chicken Slider and Bakery Wrapped Beef Frank**
 - ◆ **Fully cooked; microwave ready in about one minute.**

Executing the Demo

- ◆ **Enthusiastically engage consumers, make eye contact, greet them with a smile and a friendly approach.**
- ◆ Offer sample(s) of **Ball Park Snacking** to consumers and inform them of the features and benefits of each product(s).
- ◆ Always wear gloves and HAT when handling food (required).

- ◆ **Today you will be promoting Ball Park Flame Grilled Cheeseburger Sliders, Ball Park Flame Grilled Barbecue Chicken Sliders and Ball Park Bakery Wrapped Beef Franks.**

To prepare for the Ball Park Flame Grilled Sliders and Ball Park Bakery Wrapped Beef Franks sampling:

- Be sure that you have read your training manual prior to the demo day.
- Be knowledgeable of the products as **client is expected to audit stores.**
- Be sure to bring your kit, paperwork and wear your approved attire
- Arrive 10-15 minutes before the demo begins to set up

- Upon arrival at the store, locate the Store Manager and Frozen Grocery Department Manager and inform him/her that you are in the store to conduct the Ball Park Flame Grilled Cheeseburger Sliders, Ball Park Flame Grilled Barbecue Chicken Slider and the Ball Park Bakery Wrapped Franks sampling.
- Request assistance from Frozen Grocery Department Manager for the sample product from back stock as you want to have ample on store shelf for sell through. Some stores will have an end aisle display location.

To set up for the Ball Park Flame Grilled Sliders and the Ball Park Bakery Wrapped Franks sampling:

- Obtain ice from the specialty department or purchase if necessary.

• Purchase the following items to start:

- 3 packages of Ball Park Flame Grilled Cheeseburger Sliders
- 3 packages of Ball Park Flame Grilled Barbecue Chicken Sliders
- 5 packages of Ball Park Bakery Wrapped Franks

• Purchase the remaining items AS NEEDED throughout the day

- 2 packages of Ball Park Flame Grilled Cheeseburger Sliders
- 2 packages of Ball Park Flame Grilled Barbecue Chicken Sliders
- 5 packages of Ball Park Bakery Wrapped Franks

- Place Ball Park products in cooler with ice on top.

• Set up your demo table near an electrical outlet near the Ball Park product location in the Frozen Food aisle for maximum sales.

• Create a table display:

- Place about 10 Ball Park Coupons on the front corner of your table.
- Once you have an empty box of the featured Ball Park products, place them on the table behind your coupons for consumer reference.
- Display the Easel Sign on the opposite side of the table
- Neatly place 3 magnetic clips in the center of the table. Hand out about 7 clips per hour so you have some clips available to give out throughout the sampling
- Place your serving tray for your samples in the center of the table

- Keep area neat, clean and make sure that trash never overflows.

♦ **To sample the Ball Park Snacking products:**

FOR BEST RESULTS (best quality and even heating), prepare products in the microwave as per box directions and from FROZEN state.

- Neatly open one box of the Ball Park featured flavors and once package is empty, display on table.
 - Please remember since individual appliances vary in temperature and power, these directions are guidelines only.
 - Place Ball Park product on microwave safe plate and cook according to product directions.
 - Carefully remove plate from microwave with hot pad and allow to stand for 1 minute before serving.
 - Meanwhile, begin cooking another Ball Park item on your other plate. Alternate products once you complete cooking products from each box.
 - To serve, cut each Ball Park Slider into 4 wedges and each Ball Park Franks into 4 even length pieces.
 - Place cut sample on napkin and place on serving tray. Be sure to name the Ball Park flavor the consumer is tasting when sample is taken
- There will be 16 servings per Ball Park Slider package and 8 servings per Ball Park Bakery Wrapped Frank box.
- Be sure to remind consumers that samples are HOT.

• **Engage consumer with Conversational Starters and Product Features and Benefits:**

- "Today we're introducing Ball Park Flame Grilled Cheeseburger Sliders, Ball Park Flame Grilled Barbecue Chicken Sliders and Ball Park Bakery Wrapped Beef Franks –available in your Safeway Frozen Food Aisle – check your store's location.
"Ball Park Sliders are flame grilled providing that delicious "just off the grill taste" in about a minute."
- "Dude food stuffed with deliciousness - choose from Ball Park Cheeseburger Sliders, Barbecue Chicken Sliders and Bakery Wrapped Beef Franks. Snacks to conquer his cravings!"
- "Check out aisle# ____ for these Ball Park Snacks .
- "All fully cooked and ready in about a minute – Ball Park Sliders and Franks are so simple to prepare in the microwave – which make them a perfect guy time food."
- "Also, a good snack for kids and teens or last minute snack idea for the family."
- "Ball Park Bakery Wrapped Beef Franks – pure deliciousness in every bite."
- Offer Ball Park Magnetic Clip to interested consumers. (Offer about 7 clips every hour so they last throughout the day.)

• **Close the Sale:**

- "Remember Ball Park Sliders and Bakery Wrapped Franks for a quick and flavorful snack, just heat and eat in about a minute!"
- "Save \$0.55 off today on Ball Park Snacks." – Offer coupon.

- Know product location and price point.
- Discard any cold or dried out samples.

Product Location:

Ball Park Sliders - Frozen Food Aisle and end of aisle display in some stores
Ball Park Bakery Wrapped Franks – Frozen Food Aisle and end of aisle display in some stores

Nutritional Information

Check Nutritional Information on Product Label

- ♦ Serve Hot food hot and Cold food cold. Throw away any samples that sit on the table at room temperature for more than 30 minutes. Keep it fresh and appetizing.
- ♦ Make sure customer selects the samples in a way that would not result in contamination of adjacent samples or of single serve utensils.
- ♦ **Engage** the consumer to purchase the product. Ask the customer if they would like to purchase the product. Know the product location and price. Listen to the customers.

- ◆ Offer coupon(s) to consumers for **Ball Park Snacking**.
- ◆ Do not leave samples or coupons unattended at any time.
- ◆ DO NOT leave samples, coupons, brochures or equipment, etc. on the event table when you are on your break. A sign is to be placed on the event table informing customers of the time of your return.
- ◆ Make sure the table is kept free of debris.
- ◆ Do not store any food on the floor. Make sure it is in a cooler or bag.

Samples should not be handed directly to children under any circumstances. Hand the samples to the parent, or the responsible adult accompanying the child and let that person give the samples to their child.

*** Allergy Warning ***

- ◆ We encourage consumers to check the ingredient statement on each package of the product they sample for the most up to date information on the ingredients contained in that product.

Health and Safety

- ◆ IMPORTANCE OF WASHING HANDS AND CHANGING GLOVES - You must wash your hands thoroughly immediately before food preparation.
 - Change your gloves every time you touch other bare human body parts other than clean hands and arms.
 - Change your gloves and wash your hands every time you use the restroom.
 - Change your gloves when they rip or tear.
 - Change your gloves every time you leave the demo table.
 - Change your gloves if you sneeze or cough.
- ◆ Wear a hairnet, hat or other agency approved hair restraint during all food demonstrations (if applicable). (The hair restraint must cover all hair including ponytails, braids, and bangs thus enabling the forehead and neckline to be seen).
- ◆ No eating, drinking, sitting, smoking, reading or chewing gum while conducting a demonstration.
- ◆ Demonstrator must be free from illness or disease that may be passed to the public through food handling.
- ◆ At no time will food or equipment be left unattended on the demonstration table. Electrical equipment must be removed from the table, except for microwave ovens, and taken to a holding place out of reach of customers during your break (*if applicable*). Keep knives under the table and out of sight when not in use.
- ◆ Do not leave hot appliances or utensils unattended (if applicable).
- ◆ Please display your Agency provided "Hot Sign" when applicable.

End of the Day

- ◆ Clean up, breakdown your table and leave your area as you found it. Please discard any manuals or POS material in a trash or recycling (if available and appropriate) receptacle.
- ◆ Please destroy all remaining coupons or leave with a store manager.
- ◆ Please do not leave the store with coupons or sample product.
- ◆ Take the ending inventory of **Ball Park Snacking** and report the result on your PromoReport form.
- ◆ Complete your PromoReports® Form and obtain a store stamp and Manager's signature.
- ◆ It is mandatory that you enter your results online or call into PromoReports® at (800) 661-6294 upon demo completion. For online entry please follow the instructions on your PromoReports® form.
- ◆ Be sure to mail your PromoReports® Form, Agency Required Paperwork, and any receipts you might have to your agency immediately following your call.

Reference Images



Ball Park Flame Grilled
Cheeseburger Sliders



Ball Park Flame Grilled Barbeque
Chicken Sliders



Ball Park Bakery Wrapped Beef Franks