



In-Store Sampling Training Manual

Safeway

2220588 - CB-O Organics Grilling Event



IMPORTANT INFORMATION TO READ BEFORE EXECUTING THE IN-STORE DEMO

Today you are sampling...

O Organics Products

O Organics White Whole Mushrooms (6/8 oz.) - UPC:79893-40189 - Retailer Code:84710021

O Organics Balsamic Vinaigrette Dressing (6/12 fz.) - UPC:79893-41191 - Retailer Code:84850022

O Organics Extra Virgin Olive Oil (12/16.9 oz.) - UPC:79893-40441 - Retailer Code:15200094

O Organics Italian Seasoning (6/6 oz.) - UPC:79893-41122 - Retailer Code:14200535

Product Substitutes Only

Please verify with appropriate Department personnel to make sure there is no more featured product in the backroom before using substitutes.

O Organics White Mushrooms substitute **O Organics Baby Bella Mushrooms, 8 oz., UPC#79893-40190.**

O Organics Balsamic Vinaigrette Dressing substitute **Open Nature Balsamic Vinaigrette Dressing, 12 fz., UPC#79893-11182, located on salad dressing aisle.**

O Organics Extra Virgin Olive Oil substitute **O Organics Extra Virgin Olive Oil 33.8 fz., UPC#79893-40440.**

O Organics Italian Seasoning substitute **Safeway Italian Seasoning, .75 oz., UPC#21130-60239.**

Kit Contents

250 2 oz Souffle Cups

1 Gloves (3 Pair)

250 Napkins

200 O Organics Recipe Cards

1 Paperwork (version noted on manifest)

1 PromoReport Form

1 Safeway Product Usage Form

1 Training Manual

200 Coupon: waterfront BISTRO Products: \$2 off any waterfront BISTRO item

Demo Shopping List

ROWSAP - 1 unit of Safeway Ice - UPC:21130-08910 - Retailer Code:40100003

ROWSAP - 1 unit of Diamond Toothpicks - Flat - UPC:48789-41265 - Retailer Code:30030660

ROWSAP - 1 unit of Pantry Essentials Paper Towels - UPC:21130-26104 - Retailer Code:30020059

*** Located in Produce Department:**

ROWSAP - 2 units of O Organics Balsamic Vinaigrette Dressing - UPC:79893-41191 - Retailer Code:84850022

ROWSAP - 8 units of O Organics White Whole Mushrooms - UPC:79893-40189 - Retailer Code:84710021

*** Located on Baking/Spice Aisle:**

ROWSAP - 2 units of O Organics Italian Seasoning - UPC:79893-41122 - Retailer Code:14200535

ROWSAP - 1 unit of O Organics Extra Virgin Olive Oil - UPC:79893-40441 - Retailer Code:15200094

Do Not Exceed \$0.00 total for product and supplies.

Unlisted substitutions of products may be seen as unauthorized purchases and may result in a deduction after demo completion.

Promotional Information

Distribution Goals

200 O Organics Products \$2 off any waterfront BISTRO item (coupons)

250 O Organics White Whole Mushrooms (samples)

ROWSAP

250 O Organics Italian Seasoning (samples)

ROWSAP

250 O Organics Balsamic Vinaigrette Dressing (samples)

ROWSAP

250 O Organics Extra Virgin Olive Oil (samples)

ROWSAP

200 O Organics Recipe Cards (recipe cards)

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 *CB-O Organics Grilling Event* 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
- ◆ Knife
- ◆ Spatula
- ◆ - Cooking Spoon
- Tongs
- Colander
- Measuring Cup
- 1/4 teaspoon measuring spoon
- 1 tablespoon measuring spoon
- 1 metal tablespoon serving spoon
- 1 serving tray
- Small-covered container (2 cups) to hold cooked mushrooms
- Medium-covered container (4 cups) to hold pre-washed sliced mushrooms)
- Bowl to hold ice to keep O Organics Balsamic Vinaigrette Dressing chilled – for display/purchase.
- ◆ Waste Basket
- ◆ Cutting Board (not wood)
- ◆ Extension Cord
- ◆ Pen
- ◆ Training Manual
- ◆ Allergy Sign (if applicable)
- ◆ Demo Kit
- ◆ Hot Pads
- ◆ PromoReport Form
- ◆ Cooler
- ◆ Electric Skillet
- ◆ Paper Towels
- ◆ Table Cloth

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 **O Organics Products**. 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/bottles of **O Organics Products** 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.
- You will not be taking inventory for this program. You will need to take note of **O Organics/Safeway Supplies Products** – number of (packages/bottles/boxes) units used, number of samples distributed, number of recipe cards and coupons distributed and if there was a secondary display location, for your PromoReports® Form
- The products selected for your demo are to be pulled from the **Produce (Organic), Grocery (Baking, Spices and Seasonings)** section - **your total purchase should not exceed \$0.00 (including tax).**

- ◆ ROWSAP - 1 unit of *Diamond Toothpicks - Flat*
- ◆ ROWSAP - 1 unit of *O Organics Extra Virgin Olive Oil*
- ◆ ROWSAP - 1 unit of *Pantry Essentials Paper Towels*
- ◆ ROWSAP - 1 unit of *Safeway Ice*
- ◆ ROWSAP - 2 units of *O Organics Balsamic Vinaigrette Dressing*
- ◆ ROWSAP - 8 units of *O Organics White Whole Mushrooms*
- ◆ ROWSAP - 2 units of *O Organics Italian Seasoning*

□ 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.
 - O Organics Products
 - ◆ **O Organics is a line of over 300 certified organic products available in almost every aisle of the store.**
 - ◆ **O Organics food is produced and handled in accordance with all USDA organic standards – without the use of synthetic pesticides, genetic modification, growth hormones or antibiotics.**
 - ◆ **O Organics products are sourced from a variety of carefully selected organic growers using earth friendly farming practices.**
 - ◆ **O Organics means you can take better care of yourself, your family and the environment by enjoying high quality, great tasting food just the way nature intended.**
 - ◆ **Look to O Organics products for quality and great taste.**
 - ◆ **O Organics Balsamic Vinaigrette is subtly tart with a smooth Romano cheese undertones - light and refreshing for your salad. May also be used as a sauce, marinade or recipe ingredient.**

Executing the Demo

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

◆ **PLEASE NOTE:**

You have been selected to prepare a Caramelized Italiano Mushrooms recipe to promote the **O Organics line of products**. You will also be promoting the **waterfront BISTRO line** with recipes for the grill and a \$2 off coupon.

You will **NOT** be purchasing the O Organics recipe ingredients, this will be credited back to the store internally via ROWSAP.

Ice, if not secured from the specialty department, will be credited back to the store internally via ROWSAP.

Should store personnel have questions regarding ROWSAP, show attached Inter office Communication.

To prepare for the O Organics sampling:

- Be sure that you have read your training manual before executing today's sampling.
- Be sure to bring your kit, paperwork and wear your approved attire.
- Be sure to bring your Electric Skillet with cover and utensils for your samples.
- Arrive 10 15 minutes before the demo begins to set up

To set up for the O Organics sampling:

- Upon arrival at the store, locate the Store Manager, Produce Department Manager and Grocery Department Manager to inform him/her that you are in the store to conduct the O Organics demo.
- Request assistance from Produce Department Manager for the sample O Organics White Whole Mushrooms and O Organics Balsamic Vinaigrette Dressing product from back stock as you want to have ample on store shelf for sell through. Also, ask for the designated location to rinse off the mushrooms.
- Request assistance from Grocery Department Manager to assist you with the O Organics Italian Seasoning and O Organics Extra Virgin Olive Oil from back stock.

- Obtain ice from specialty department or via ROWSAP if necessary.
- Place ice in your cooler.

• **Select the following items to start:**

- 4 packages of O Organics White Whole Mushrooms (Produce)
- 1 bottle of O Organics Balsamic Vinaigrette Dressing (Refrigerated Produce)
- 1 bottle of O Organics Extra Virgin Olive Oil (Baking Aisle)
- 1 bottle of O Organics Italian Seasoning (Baking Aisle)
- 1 package of Pantry Essentials Paper Towels
- 1 box of Diamond Flat Toothpicks

• **Select the remaining items as needed throughout the day**

- 4 packages of O Organics White Whole Mushrooms
- 1 bottle of O Organics Balsamic Vinaigrette Dressing
- 1 bottle of O Organics Italian Seasoning

- Set up your table in the Produce Department near the O Organics Mushroom product adjacent to an outlet.
- Place your tablecloth on your table.

• **Create a display:**

- Display several packages of O Organics Mushrooms, O Organics Italian Seasoning and O Organics Extra Virgin Olive Oil for consumer reference on one side of the table.

- If space allows, display bottles of O Organics Balsamic Vinaigrette Dressing in a bowl of ice for consumer reference and purchase.

- Place serving tray center table.

- Place about 10 O Organics Recipe Cards on the corner of the table in front of the O Organics products.

- On the opposite corner of the table, place about 10 waterfront BISTRO Recipe/Coupon Flyers. Replenish as needed.

- Place your serving tray in the center of the table.

- Place your skillet and cutting board/knife/measuring cup and spoons towards the back of the table.

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

To prep for the O Organics Recipe:

- Lightly rinse the White Mushrooms you selected and dry with paper towel.
- Cut each pre washed mushroom into thin slices, approximately 5 6 slices per mushroom. Each container will yield about 2-1/2 cups of cut mushrooms.
- Between cooking, serving and sampling, you may precut your washed mushrooms for your next recipe and store in your medium container.

♦ **To cook the O Organics Caramelized Mushroom recipe will only take 5 10 minutes:**

- Preheat your electric skillet to 350° degrees.
- Add 1 tablespoon O Organics Extra Virgin Olive Oil.
- After about 5 minutes, your skillet should be warm.
- Measure and add 1 cup of pre-washed and sliced O Organics White Whole Mushrooms.
- Cook until nicely brown.
- Sprinkle 1/4 teaspoon of O Organics Italian Seasoning on mushrooms and stir to mix in.
- Shake your bottle of O Organics Balsamic Vinaigrette Dressing well and then add 2 tablespoon to mushrooms. Stir to thoroughly combine and heat through until just warm.
- Immediately shut off skillet and transfer to small covered container to avoid overcooking but keep warm.
- Prior to preparing next recipe, add a small amount of ice to help clean pan and carefully wipe dry taking caution of hot surface.

To serve O Organics Caramelized Italiano Mushrooms with O Organics Balsamic Vinaigrette:

- Place about 3 pieces of mushroom into soufflé cup and insert toothpick.
- Offer to consumer with napkin as needed or place on serving tray.
- Be sure to remind consumers that samples are hot. Mushrooms should be served warm, discard cold samples.
- If traffic is slow, limit number of samples on serving tray so samples remain warm.

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

* "Today we're featuring **O Organics** products in a Caramelized Italiano Mushroom with O Organics Balsamic Vinaigrette recipe."

* "Enjoy the delicious flavor from this easy O Organics recipe which can be served as an appetizer or meal accompaniment."

* "Please take a recipe card for this flavorful O Organics recipe and there's also a Southwest Ranch Salad recipe for you to enjoy as well."

*"**O Organics Balsamic Vinaigrette** adds a subtly tart flavor with Romano Cheese undertones to your salad. So versatile, it can be used as a sauce, marinade or recipe ingredient.

* "O Organics is a line of over 300 certified organic products available in almost every aisle of the store."

* "O Organics food is produced and handled in accordance with all USDA organic standards – without the use of synthetic pesticides, genetic modification, growth hormones or antibiotics."

* "O Organics products are sourced from a variety of carefully selected organic growers using earth friendly farming practices."

* "O Organics means you can take better care of yourself, your family and the environment by enjoying high quality, great tasting food just the way nature intended."

* "We are also featuring our **waterfront BISTRO** line of seafood with two great recipes for the grill."

* "**Waterfront BISTRO products** are caught from the best fishing areas and are flash frozen to seal in freshness."

* "Save with \$2 off waterfront BISTRO coupon with recipes." – Offer recipe/coupon flyer.

- Know product location and price point.
- Discard any samples which appear cold or dried out.
- Complete 3-part **Safeway Consumer Brands Sampling Product Usage Report Form** (ROWSAP items only) making sure that your writing carries through to the bottom sheet. Leave the white copy with the store personnel and send in the remaining copies with your paperwork.

Product Location:

O Organics White Mushrooms/ O Organics Balsamic Vinaigrette Dressing – Produce Department

O Organics Extra Virgin Olive Oil/ O Organics Italian Seasoning – Baking/Spice Aisle

- ♦ 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 **waterfront BISTRO Products \$2 off any waterfront BISTRO item Coupons and O Organics Recipe Cards.**
- ♦ Do not leave samples or coupons unattended at any time.
- ♦ DO NOT leave samples, coupons 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.
- ◆ Complete your Safeway Product Usage Form on items used for sampling.
- ◆ 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 (877) 660-2656 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



O Organics White Mushrooms

INTER-OFFICE COMMUNICATIONS

To: Safeway Store Managers

From: Safeway Sampling Team

Location: In-Store Sampling

Date: February, 2012

SUBJECT: Consumer Brands Product Sampling Reimbursement

When conducting any Safeway Consumer Brand programs, the stores will receive a credit for the product that is used during the sampling event.

Promoworks demonstrators will use the product at the store level to support the demo at no cost. Promoworks will keep track of all products pulled off the shelf for the sampling event. The total number of units will be credited back to each store, based on the number of units taken from the shelves and the average cost of goods for that particular Division. This is calculated using the summary detail provided by Promoworks from their automated system. These units should also be verified by the store Manager or inventory personnel. Promoworks verifies the total amount of units used at each store before submitting a final report to the CB Finance Team at Safeway. CB Finance will then calculate the credit to each of the stores and send to NASC to book the entries. The credit will be booked **5-6 weeks** after the sampling event.

The "Consumer Brands Sampling" form also needs to be filled out in order to help validate the Promoworks amounts. Each demonstrator will have the form that needs to be filled out and signed by store personal and the demonstrator. The form has three copies, White = Store Copy, Yellow = Vendor Copy, Pink needs to be sent to CB Finance (address below). This form does not need to be sent to NASC, a form 120 does not need to be created. The stores can use the sampling form to match the sampled units up with the ROWSAP report. If there is any discrepancy please contact CB finance for resolution.

Form 120's do not need to be created, the credits will be calculated back stage.

ROWSAP:

Credit for the product sampled at an in-store demo is calculated based upon the actual product usage for that particular item. The extended amount will be forwarded to accounting and appear on each of the store's ROWSAP report. Product cost and retail information is obtained through the UPCfin system. Store manager/clerk must verify that the total number of units credited on the ROWSAP report reflect the total number of units used for sampling by using the CB sampling form. If there is a discrepancy please contact Greg Haughton (see below) to be resolved.

(Please allow 5-6 weeks for the credits to be booked)

PromoWorks Demonstrators:

If you have any questions regarding the above, please call the PromoWorks Engagement Specialist Hotline at (800) 238-9199 for assistance.

Store Managers:

If you have any questions regarding the above procedures, please contact:
Greg Haughton

Greg.Haughton@Safeway.com

Manager FPA Consumer Brands, Safeway Inc.

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