



2220652 - Consumer Brands

Open Nature Greek

Frozen Yogurt - Solo



**Sell your heart out, move product &
be our top seller!**

Great incentives await top sellers who post the highest sales in their stores on their demo day for 2220652—Consumer Brands—Open Nature Greek Frozen Yogurt Solo.

We will pull real sales scan data after the last demo date available for this program to determine who garnered the highest sales nationally.

**If you did not place nationally,
you still have a chance to win!!!**

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TOP SALES INCENTIVES

ACROSS ALL DIVISIONS !!

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TOP SELLER	\$100
2ND PLACE	\$ 50
3RD PLACE	\$ 35

SELL, SELL, SELL!!!

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Be among the **TOP 2 SELLERS** in your division (Vons, Norcal, Seattle, OR, AZ, CO, TX, Dominicks, Eastern) and **WIN a \$25 gift card!**



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In-Store Sampling Training Manual

Safeway



2220652 - CB-Open Nature Greek Frozen Yogurt - Solo

IMPORTANT INFORMATION TO READ BEFORE EXECUTING THE IN-STORE DEMO

Today you are sampling...

Open Nature Greek Frozen Yogurt

Open Nature Greek Frozen Yogurt - Vanilla (6/1.5 qt.) - UPC:79893-11229 - Retailer Code:42010260

Open Nature Greek Frozen Yogurt - Strawberry (6/1.5 qt.) - UPC:79893-11231 - Retailer Code:42010226

Substitute Only

Open Nature Greek Frozen Yogurt

Open Nature Greek Frozen Yogurt - Blueberry
UPC:79893-11232 Retailer Code:42010214 Pack Size:6/1.5 qt. *

** This can be used as an alternate or backup product.*

Kit Contents

- 250 2 oz Souffle Cups
- 1 Gloves (3 Pair)
- 250 Mini Spoons
- 250 Napkins
- 1 Paperwork (version noted on manifest)
- 1 PDW-30 warning sign
- 1 PromoReport Form
- 1 Safeway Product Usage Form
- 1 Training Manual
- 200 Coupon: Open Nature Greek Frozen Yogurt

Demo Shopping List

- FREE from Specialty Department or if needed.**
- ROWSAP - 1 unit of Safeway Ice** – UPC: 21130-08910 - Retailer Code:40100003
- ROWSAP - 4 units of Open Nature Greek Frozen Yogurt - Strawberry** – UPC: 79893-11231 - Retailer Code:42010226
- ROWSAP - 4 units of Open Nature Greek Frozen Yogurt - Vanilla** – UPC: 79893-11229 - Retailer Code:42010260
- 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 Open Nature Greek Frozen Yogurt (coupons)
- 125 Open Nature Greek Frozen Yogurt - Strawberry (samples)
ROWSAP
- 125 Open Nature Greek Frozen Yogurt - Vanilla (samples)
ROWSAP

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-Open Nature Greek Frozen Yogurt - Solo** 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
- ◆ Paper Towels
- ◆ Training Manual
- ◆ Bowl to hold ice to place 2 Open Nature Yogurt containers (1.5 quarts) in while serving
- ◆ Waste Basket
- ◆ Demo Kit
- ◆ PromoReport Form
- ◆ Allergy Sign (if applicable)
- ◆ Demo Table
- ◆ Table Cloth
- ◆ Cooler
- ◆ Pen

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 **Open Nature Greek Frozen Yogurt**. 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, once the container of each flavored **Open Nature Greek Frozen Yogurt** is empty, cover and dry off any yogurt/moisture on its exterior and display for consumer reference.
- 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 the **Open Nature Greek Frozen Yogurt, Safeway Supply** – (number of cartons/bags) units used, number of samples distributed, number of coupons distributed and if there was a secondary display location, for your PromoReports® Form
- The products purchased for your demo are to be pulled from the **Grocery (Ice Cream)** section - **your total purchase should not exceed \$0.00 (including tax)**. Please consult your agency for proper product reimbursement procedures in your chain.
 - ◆ **Free from Specialty Department or if needed, ROWSAP - 1 unit of Safeway Ice**
 - ◆ **ROWSAP - 4 units of Open Nature Greek Frozen Yogurt - Strawberry**
 - ◆ **ROWSAP - 4 units of Open Nature Greek Frozen Yogurt - Vanilla**
- 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.
 - Open Nature Greek Frozen Yogurt
 - ◆ **Open Nature Greek Frozen Yogurt - featuring today - Strawberry and Vanilla flavors**
 - ◆ **The Strawberry flavor contains strawberry slices and strawberry puree**
 - ◆ **Open Nature Greek Frozen Yogurt products are 100% natural (all ingredients from natural sources), and contain no artificial flavors, colors or preservatives.**
 - ◆ **Milk is from cows not treated with rBST.**

Executing the Demo

- ◆ **Enthusiastically engage consumers, make eye contact, greet them with a smile and a friendly approach.**
- ◆ Offer sample(s) of **Open Nature Greek Frozen Yogurt** 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 will **NOT** be purchasing Open Nature Greek Frozen Yogurt sample product as it will be credited back to the store internally via ROWSAP.
- Should store personnel have questions regarding ROWSAP, show attached Inter-office Communication.

Today you will be promoting Open Nature Greek Frozen Yogurt.

To prepare for the Open Nature Greek Frozen Yogurt sampling:

- **Be prepared to be audited** by having read your training manual prior to the demo day.
- 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 Open Nature Greek Frozen Yogurt demo.

- **Request assistance from Frozen Grocery Department Manager for the sample Open Nature Greek Frozen Yogurt from back stock as you want to have ample on store shelf for sell through.**

To set up for the Open Nature Greek Frozen Yogurt sampling:

- Obtain ice from the specialty department or if necessary via ROWSAP.
- **Select the following ROWSAP items to start after checking with Department Manager:**
 - 2 Open Nature Greek Frozen Yogurt - Strawberry
 - 2 Open Nature Greek Frozen Yogurt - Vanilla
- **Select the remaining ROWSAP item AS NEEDED throughout the day**
 - 2 Open Nature Greek Frozen Yogurt - Strawberry
 - 2 Open Nature Greek Frozen Yogurt - Vanilla
- Place Frozen Yogurt in cooler and place ice on top.
- Place some ice in bowl on table, as you will place the Frozen Yogurt containers there while serving.
- Set up your demo table at the end of the aisle closest to the Open Nature Greek Frozen Yogurt.
- **Create a table display:**
 - On one side of the table, place your Open Nature Coupons near the front corner of the table.
 - Before you have an empty container to display, you may display the two featured flavor lids at center table for consumer reference.
 - Serve samples down the center front of your table by the flavor lid.
- Keep area neat, clean and make sure that trash never overflows.

♦ **To demo the Open Nature Greek Frozen Yogurt:**

- Open one container of each flavor of Open Nature Greek Frozen Yogurt and place in bowl of ice.
- Serve about 3 tablespoonfuls (1-1/2 oz.) in soufflé cup and offer with mini-spoon. There will be about 32 servings per container.
- It is best to serve Frozen Yogurt as consumers come over to table to keep product from melting too quickly.
- Once you have an empty container, recover and clean off any melted yogurt/moisture and place center table as display for consumer reference.

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

- "Today we're featuring Open Nature Greek Frozen Yogurt – Strawberry and Vanilla flavors."
- "The Strawberry flavor contains strawberry slices and strawberry puree."
- "Open Nature Greek Frozen Yogurt products are 100% natural (all ingredients from natural sources), and contain no artificial flavors, colors or preservatives. Milk is from cows not treated with rBST."

♦ **Close the Sale:**

- "Enjoy Open Nature Greek Frozen Yogurt alone, on your favorite cone or as an accompaniment with dessert!"
- "Save \$1 off your Open Nature product purchase today!"

- Know product location and price point.
- Discard any melted yogurt samples.
- 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:

Open Nature Greek Frozen Ice Cream – Frozen Ice Cream Aisle

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 **Open Nature Greek Frozen Yogurt**.
- ♦ 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.
- ◆ 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) 860-3431 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



Open Nature Greek Frozen
Yogurt - Strawberry



Open Nature Greek Frozen
Yogurt - Vanilla

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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.

5918 Stoneridge Mall Road

Pleasanton, CA 94588-3229

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