

**GREAT PRIZES
AWAIT OUR TOP
SELLERS!!!**

1ST PRIZE \$100
2ND PRIZE \$ 75
3RD PRIZE \$ 50

***Prizes above are for top sellers who turned in the highest sales lift nationally, across all divisions on their demo day.*

***We will run real sales scans post demo to determine the winners.*



2220906 -

Consumer Brands

Safeway Select

Iced Coffee Lattes/ Cookies



If you did not place nationally, you still have a big chance to win in your respective divisions!!!

We will award the top 4 Engagement Specialists who register the highest sales lift in their divisions. \$25 will be awarded to these top division sellers!

(CO / DOMS/ Eastern/ Norcal/ Vons / AZ/ Seattle/Oregon / TX)

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HOT SHEET:

Project# 2220906 – Safeway SELECT Iced Lattes & Safeway SELECT Cookies

Today you will be encouraging consumer to experience the taste of Safeway Iced Lattes and Safeway SELECT Cookies.

Check-in

- Upon arrival at the store, locate the Manager and Grocery Department Manager to inform him/her that you are at the store to conduct the Safeway SELECT Iced Latte and the Safeway SELECT Cookie demo.
- **Request assistance from Grocery Department Manager for Safeway SELECT Iced Latte product from back stock as you may use up to 7 packs of each flavor and want to have ample on store shelf for sell through.**
- **Review Safeway SELECT Cookie shelf inventory. Request assistance from Grocery Department Manager for additional sell through product from back stock if needed.**

Sign Holders in Kit

If you have received a Sign Holder previously please bring it from home, otherwise you may receive one in your kit. If you do not have a sign holder, be sure to display the insert towards the front corner of your table. Please remember to keep Sign Holders sent in your kit in a safe place as they will be needed for upcoming.

Key Selling Points:

Safeway SELECT Brand Line

- Safeway SELECT Brand Line is an exclusive line of premium products specifically designed to turn the ordinary into the extraordinary.
- Each product is carefully crafted to deliver a sensational taste experience.

Safeway SELECT Iced Lattes

- Safeway Iced Lattes are available in 2 flavors – Coffee and Mocha.
- A creamy blend of premium fresh brewed coffee & low fat milk.
- Quality ingredients: 100% Arabica beans, low-fat milk and sugar.
- Just chill and SHAKE WELL.
- Great for those to take on-the-go.

Key Selling Points: (continued)

Safeway SELECT Cookies – (only use cookies sent in kit for sampling)

- **Premium ingredients** with a unified blend of flavors for a warm and satisfying taste.
- Safeway SELECT Cookies - crunchy kind. Great for dunking in milk or **pair with Safeway SELECT Iced Lattes**.
- Safeway SELECT Cookies available in **6 flavors** (check availability in store): Double Chocolate Chunk, Oatmeal Raisin, Milk Chocolate Macadamia, White Chocolate Macadamia, Almond Poppyseed Shortbread, Earl Grey Lemon Shortbread.
- **Oatmeal Raisin** – Home-style recipe with a generous amount of plump sun-dried California raisins, wholesome rolled oats, natural bourbon vanilla extract and grade AA creamery butter.
- **Double Chocolate Chunk** - Double-dose of semi-sweet extra-large chocolate chunks, natural bourbon vanilla extract and grade AA creamery butter.
- **Almond Poppyseed Shortbread** – Delicate almond notes with sprinkles of poppyseeds nestled in a scrumptious buttery shortbread cookie.

ROWSAP

Please remember you will NOT be purchasing Safeway SELECT Iced Lattes and Safeway SELECT Cookies sample product, this will be credited back to the store internally via ROWSAP. Be sure to complete Product Usage Form. **Should store personnel have questions regarding ROWSAP, show attached Inter-office Communication.**

Thanks!
The Safeway Sampling Team

IMPORTANT INFORMATION TO READ BEFORE EXECUTING THE IN-STORE DEMO

Today you are sampling...

Safeway SELECT Cookies – Samples in Kit – 2 flavors from varieties below:

Safeway SELECT Cookies - Almond Poppyseed Shortbread (6/8 oz.) - UPC:21130-30728 - Retailer Code:02010321

Safeway SELECT Cookies - Earl Grey Lemon Shortbread (6/8 oz.) - UPC:21130-30727 - Retailer Code:02010320

Safeway SELECT Cookies - Double Chocolate Chunk (6/8 oz.) - UPC:21130-30723 - Retailer Code:02010292

Safeway SELECT Cookies - Milk Chocolate Macadamia Nut (6/8 oz.) - UPC:21130-30722 - Retailer Code:02010284

Safeway SELECT Cookies - Oatmeal Raisin (6/8 oz.) - UPC:21130-30724 - Retailer Code:02010294



Safeway SELECT Cookies – Almond Poppyseed Shortbread

Safeway SELECT Iced Latte

Safeway SELECT Iced Latte - Coffee (6/4-9.5 fz.) - UPC:21130-24985 - Retailer Code:03100083

Safeway SELECT Iced Latte - Mocha (6/4-9.5 fz.) - UPC:21130-24986 - Retailer Code:03100086



Safeway SELECT Cookies – Oatmeal Raisin



Safeway SELECT Iced Latte - Coffee



Safeway SELECT Iced Latte - Mocha

Kit Contents

250 3.5 oz Drinking Cups
1 Color Copy Insert
1 Acrylic Sign Holder
Training Manual
1 Gloves (3 Pair)
250 Napkins
1 Paperwork (version noted on manifest)
1 PDW-30 warning sign
1 PromoReport Form
1 Safeway Product Usage Form
65 cookie- flavor 1*
65 cookie- flavor 2*
* Safeway SELECT Cookies - Almond Poppyseed Shortbread Retailer Code:02010321
* Safeway SELECT Cookies - Double Chocolate Chunk Retailer Code:02010292
* Safeway SELECT Cookies - Earl Grey Lemon Shortbread Retailer Code:02010320
* Safeway SELECT Cookies - Milk Chocolate Macadamia Nut Retailer Code:02010284
* Safeway SELECT Cookies - Oatmeal Raisin Retailer Code:02010294

Promotional Information

Safeway SELECT Iced Latte - just for u pricing \$3.99*;
Special "just for you" digital coupon pricing requires download/addition to Club Card online. If consumer has app on their smartphone, they may add while they are at the store.
* **Always verify at store.**

Demo Shopping List

ROWSAP - 7 units of Safeway SELECT Iced Latte - Coffee
Retailer Code:03100083

ROWSAP - 7 units of Safeway SELECT Iced Latte - Mocha
Retailer Code:03100086

ROWSAP - 1 unit of Safeway Ice - UPC:21130-08910;
4-40010-04201 - EAS, POR, VON - Retailer
Code:40100003, 40010038; 40010042

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.

Distribution Goals

125 Safeway SELECT Iced Latte - Coffee (samples)
ROWSAP

125 Safeway SELECT Iced Latte - Mocha (samples)
ROWSAP

65 Safeway SELECT Cookies – flavor 1 (samples)
Sent in Kit

65 Safeway SELECT Cookies – flavor 2 (samples)
Sent in Kit

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-Safeway SELECT Iced Coffee Lattes/Cookies* 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
- ◆ Extension Cord
- ◆ Pen
- ◆ - Bowl to hold ice to keep lattes cold
- ◆ - Serving platter for cookies
- ◆ Waste Basket
- ◆ Demo Kit
- ◆ Knife
- ◆ Table Cloth
- ◆ Allergy Sign (if applicable)
- ◆ Demo Table
- ◆ Paper Towels
- ◆ Training Manual

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 **Safeway SELECT Cookies, Safeway SELECT Iced Latte**. 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 boxes/packs of **Safeway SELECT Cookies, Safeway SELECT Iced Latte** 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 note of quantities used for sampling **Safeway SELECT Iced Latte, Safeway Supply** for your Safeway Product Usage Form.

The featured Safeway SELECT Iced Latte is located in the **Grocery (Water, Tea, Carbonated Soda)** section. Please ask Grocery Manager for product from the back so there is sufficient product on shelf.

♦ **Cookies in kit of Safeway SELECT Cookies – 65 cookies of 2 flavors below**
Double Chocolate Chunk, Almond Poppyseed Shortbread,
Earl Grey Lemon Shortbread, Milk Chocolate Macadamia Nut,
Oatmeal Raisin.

♦ **ROWSAP - 1 unit of Safeway Ice**

♦ **ROWSAP - 7 units of Safeway SELECT Iced Latte - Coffee**

♦ **ROWSAP - 7 units of Safeway SELECT Iced Latte - Mocha**

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.

○ Safeway SELECT Iced Latte

♦ **Safeway SELECT Iced Lattes in 2 flavors - Coffee, Mocha**

♦ **Creamy blend of premium coffee and milk**

♦ **just for u pricing - \$3.99**

○ Safeway SELECT Cookies

♦ **Safeway SELECT Cookies - crunchy kind. Great for dunking in milk.**

♦ **Safeway SELECT Cookies available in 6 flavors: Double Chocolate chunk, Oatmeal Raisin, Milk Chocolate Macadamia, White Chocolate Macadamia, Almond Poppyseed Shortbread, Earl Grey Lemon Shortbread.**

Executing the Demo

♦ **Enthusiastically engage consumers, make eye contact, greet them with a smile and a friendly approach.**

♦ Offer sample(s) of **Safeway SELECT Cookies, Safeway SELECT Iced Latte** 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 the Safeway SELECT Iced Latte sample product and supply Ice, this 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 encouraging consumers to experience the great taste of Safeway SELECT Iced Latte and the delicious Safeway SELECT Cookies.

To prepare for your Safeway SELECT Iced Latte and Safeway SELECT Cookies sampling:

- If you have received plastic sign holders from a previous sampling or in your kit, be sure to bring it to the sampling for the Color Copy Insert that was sent in your kit. If you do not have a sign holder, be sure to display the insert towards the front corner of your table.
- Be sure that you have read your training manual prior to your sampling.
- Be prepared to share the key talking points for both the Safeway SELECT Iced Latte and the delicious Safeway SELECT Cookies.
- 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 Manager and Grocery Department Manager to inform him/her that you are at the store to conduct the Safeway SELECT Iced Latte and Safeway SELECT Cookies demo.

- **Request assistance from Grocery Department Manager for Safeway SELECT Iced Latte product from back stock as you may use up to 7 - 4 packs of each of the Coffee and Mocha flavors and want to have ample on store shelf for sell through.**
- **Review Safeway SELECT Cookie shelf inventory. Request assistance from Grocery Department Manager for additional sell through product from back stock if needed.**

To set up for the Safeway SELECT Iced Latte and the Safeway SELECT Cookie sampling:

- Obtain ice from specialty department or via ROWSAP if needed.
- **Select the following ROWSAP items to start:**
 - 4 – 4 packs of Safeway SELECT Iced Latte – Coffee
 - 4 – 4 packs of Safeway SELECT Iced Latte – Mocha
- **Select the remaining items as needed throughout the day**
 - 3 – 4 packs of Safeway SELECT Iced Latte – Coffee
 - 3 – 4 packs of Safeway SELECT Iced Latte – Mocha

- Set up at or near the end of the aisle where the Safeway SELECT Iced Latte is located. If that location is not available, try at the end of the Safeway SELECT Cookie aisle.

- Place a small amount of ice in your bowl for your Safeway SELECT Iced Latte cans and the remainder of the ice in the cooler with additional Latte product to chill.

• Create a display:

- On one side of the table, insert your Safeway SELECT Iced Latte/Cookie Insert into your plastic Sign Holder and place center table. Place several packs of Iced Latte from the store shelf next to your sign holder. You will be placing samples towards the front of the table in front of the same flavored pack.
- On the other side of the table towards the middle, please display several boxes of Safeway SELECT Cookie flavors from the store shelf, the same sample flavors, if available, you received in your kit. You will be placing the individually wrapped cookies from your kit in front of the boxes.
- Keep area neat, clean and make sure that trash never overflows.

- ♦ **To sample Safeway SELECT Iced Latte and the delicious Safeway SELECT Cookies:**
 - Select 1 can of each Coffee/Mocha flavor of Safeway SELECT Iced and SHAKE WELL.
 - Open can of Safeway SELECT Iced Latte and pour 1 oz. into soufflé cup. Serve only 2 servings at a time. There should be approximately 9 servings per can.
 - Limit the amount of Safeway SELECT Iced Latte samples served when traffic is slow as they should be served chilled.
 - Offer Safeway SELECT Iced Latte sample with napkin as needed.
 - Place 2 individually-wrapped Safeway SELECT Cookies of the same flavor you received in your kit in front of the cookie boxes displayed.
 - Offer one individually wrapped cookie per person.

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

- "Today we're featuring our Safeway SELECT Iced Lattes – a creamy blend of coffee, milk and sugar."
- "Enjoy two flavors of Safeway SELECT Iced Lattes – Coffee or Mocha flavors."
- "Delight your guests with Safeway SELECT Iced Lattes – made with quality ingredients: 100% Arabica beans, low-fat milk and sugar."
 - We're also featuring Safeway SELECT Cookies. 6 flavors (check store availability): Double Chocolate Chunk, Oatmeal Raisin, Milk Chocolate Macadamia, White Chocolate Macadamia, Almond Poppyseed Shortbread and Earl Grey lemon Shortbread."
 - "Enjoy Safeway SELECT Cookies with a cup of Safeway SELECT Iced Latte."

♦ **Close the Sale:**

- "Delight your guests with Safeway SELECT Iced Lattes and Cookies at your next party or family gathering."
- "Why not treat yourself to a pack/box of Safeway SELECT Iced Latte and Cookies and pick up an extra pack or box as a hostess gift ."
- Know product location and price point.
- Discard warm Latte samples.
- Alternate sampling Safeway SELECT Cookie flavors. Please only feature ONE flavor on the table at a time.
- Upon completion of sampling, return display product to store shelf.
- **Be sure to keep Sign Holder for future samplings.**
- 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:

Safeway SELECT Iced Latte – Water/Prepared Tea/Beverage Aisle
 Safeway SELECT Cookies – Cookie Aisle

Product Availability:

If Safeway SELECT Iced Lattes do not appear on the store shelf, please verify with Grocery Department personnel to make sure there is no more in the backroom.

- ♦ 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.
- ♦ **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 do not leave the store with coupons or sample product.
- ◆ Tally the quantity you used of the **Safeway SELECT Iced Latte and Safeway Ice** and report the result on your **Safeway Product Usage 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 (888) 867-9974 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.

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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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