



## HOT SHEET:

### **Project# 2230102 – O Organics Milk, O Organics Cereal and Open Nature Waffles**

Today you will be encouraging consumers to **“Wake Up to a Healthy Breakfast”** with O Organics Milk, O Organics Cereal and Open Nature Waffles.

#### **Check-in**

- Upon arrival at the store, locate the Store Manager, Refrigerated Grocery, Frozen Grocery Manager and Grocery Manager to inform him/her that you are at the store to conduct the O Organics Milk, O Organics Cereal, and Open Nature Waffles sampling.
- Request assistance from **Refrigerated Grocery Department Manager** for the **O Organics Milk** product from back stock as you want to have ample on store shelf for sell through. Since this O Organics Milk is also shelf stable, if it has not been refrigerated, place on ice immediately. You may also locate individual product boxes or in 12-pack boxes in nearby dairy cases or stacks adjacent to cooler as this item is shelf stable. Refer customers to these locations for sell through.
- Request assistance from **Frozen Grocery Department Manager** for the **Open Nature Waffle** product from back stock as you want to have ample on store shelf for sell through.
- Request assistance from **Grocery Department Manager** for the **O Organics Cereal** product from back stock as you want to have ample on store shelf for sell through.

#### **Bring Sign Holder Previously Received**

**If you have received plastic sign holder from a previous sampling or in your kit, be sure to bring it to the sampling for the 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.**

Please remember to keep Sign Holders in a safe place as they will be needed for upcoming samplings.

#### **Key Selling Points:**

##### **O Organics Low Fat Milk**

- Plain, Vanilla or Chocolate - Available in single 8 oz. boxes or 12-pack boxes
- Low Fat – 1% Milkfat, Vitamins A & D, Grade A
- USDA Certified Organic
- No added growth hormones, no antibiotics, nothing artificial
- Shelf stable – requires no refrigeration until opened
- UHT – Ultra-heat temperature pasteurization



## Key Selling Points: (continued)

### O Organics Cereal

- Made with USDA Certified Organic Whole Grains
- Wholesome quality organic ingredients
- **Raisin Bran Cereal** - plump, juicy unsweetened organic raisins team up with hearty organic whole wheat flakes. High fiber, low sodium with 28 grams per serving to fuel your busy day.
- **Substitute - Honey Nut O's** - delicious organic whole grain oats, lightly sweetened with organic honey and then topped with organic almonds. 14 grams of whole grains and 120 calories per serving.



### O Organics Product Line

- O Organics products contain organic ingredients
- O Organics products contain no artificial additives or preservatives.
- USDA Certified Organic – overseen and certified by USDA



### Open Nature Waffles

- Two varieties – Homestyle or Multi-grain
- 100% Natural
- No Hydrogenated Oils
- No Artificial Flavor or Colors
- 6 waffles per box



### Open Nature Product Line

- Open Nature line: 100% natural ingredients from natural sources
- Open Nature products contain no artificial flavors or colors.
- “Nature has nothing to hide, neither should your food.”



## ROWSAP

Please remember you will NOT be purchasing O Organics Milk, O Organics Cereal, Open Nature Waffles sample product and Safeway Ice, 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



# In-Store Sampling Training Manual

Safeway



## 2230102 - CB-O Organics Milk & Cereal/ Open Nature Waffles

### IMPORTANT INFORMATION TO READ BEFORE EXECUTING THE IN-STORE DEMO

#### Today you are sampling...

##### O Organics Cereal

**O Organics Cereal - Raisin Bran** (12/15 oz.) - UPC:79893-40007 - Retailer Code:11010279

##### O Organics Milk

**O Organics Low Fat Milk - Plain** (12/8 oz.) - UPC:79893-60175 - Retailer Code:36050067

##### Open Nature Waffles

**Open Nature Waffles - Homestyle** (8/8 oz.) - UPC:79893-11359 - Retailer Code:45010146

#### Substitution Only

##### O Organics Cereal

**O Organics Cereal - Honey Nut O's** UPC:79893-40013  
Retailer Code:11010409 Pack Size:12/14 oz.

##### O Organics Milk

**O Organics Milk - Vanilla** UPC:79893-60178 Retailer Code:36050085 Pack Size:12/8 oz.

##### Open Nature Waffles

**Open Nature Waffles - Multi-Grain** UPC:79893-11360  
Retailer Code:45010156 Pack Size:8/8 oz. \*

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

#### Kit Contents

- 250 3.5 oz. Drinking Cups
- 250 4 oz Styro Squat
- 1 Color Copy Insert
- 1 Gloves (3 pairs)
- 250 Napkins
- 1 Paperwork (version noted on manifest)
- 1 PDW-30 warning sign
- 1 PromoReport Form
- 1 Safeway Product Usage Form
- 250 Spoons
- 1 Training Manual

#### Demo Shopping List

- ROWSAP - 1 unit of Safeway Ice  
- UPC:21130-08910 - Retailer Code:4010003
  - ROWSAP - 4 units of O Organics Cereal - Raisin Bran  
- UPC:79893-40007 - Retailer Code:11010279
  - ROWSAP - 50 units of O Organics Low Fat Milk - Plain  
- UPC:79893-60175 - Retailer Code:36050067
  - ROWSAP - 6 units of Open Nature Waffles - Homestyle  
- UPC:79893-11359 - Retailer Code:45010146
- 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

There is a TPR. Check store pricing on featured products

#### Distribution Goals

- 200 O Organics Milk - Plain (samples)  
ROWSAP
- 216 Open Nature Waffles - Homestyle (samples)  
ROWSAP
- 250 O Organics Cereal - Raisin Bran (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-O Organics Milk & Cereal/Open Nature Waffles* 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
- ◆ Pen
- ◆ Training Manual
- ◆ - Tray/bowl to hold ice to display featured 8 oz. O Organics Milk containers
- ◆ - 2 Tablespoons for serving cereal
- ◆ - Serving Tray
- ◆ Waste Basket
- ◆ Demo Kit
- ◆ Table Cloth
- ◆ Hot Pads
- ◆ Allergy Sign (if applicable)
- ◆ Demo Table
- ◆ Toaster
- ◆ Knife
- ◆ Cutting Board (not wooden)
- ◆ Plastic Sign Holder

## 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 Cereal, O Organics Milk, Open Nature Waffles**. 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 **O Organics Cereal, O Organics Milk, Open Nature Waffles** 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.
- Keep track of quantities of **O Organics Cereal, O Organics Milk 8 oz. containers, Open Nature Waffles, Safeway Ice** used for sampling for your Safeway Product Usage Form.

- The products purchased for your demo are to be pulled from the **Grocery (Cereal, Dairy- Milk, Frozen Breakfast)** section - **your total purchase should not exceed \$0.00 (including tax).**

- ◆ **ROWSAP - 1 unit of Safeway Ice**
- ◆ **ROWSAP - 4 units of O Organics Cereal - Raisin Bran**
- ◆ **ROWSAP - 50 units of O Organics Low Fat Milk – Plain 8 oz.**
- ◆ **ROWSAP - 6 units of Open Nature Waffles - Homestyle**

- 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 Milk
  - ◆ **Plain, Chocolate or Vanilla**
  - ◆ **Low Fat - 1% Milkfat, Vitamins A & D, Grade A**
  - ◆ **USDA Certified Organic, No added growth hormone, no antibiotics, nothing artificial**
  - ◆ **Shelf stable**
  - ◆ **Available in single 8 oz. boxes or a 12-pack box**
  - ◆ **Special pricing**
- O Organics Cereal
  - ◆ **Made with USDA Certified Organic Whole Grains.**
  - ◆ **Wholesome quality organic ingredients. Organic from the Source.**
  - ◆ **Our Promise - No Pesticides, No GMO's (genetically modified organisms), No Synthetic Fertilizers, No Artificial Preservatives or Additives**
  - ◆ **Raisin Bran Cereal - plump, juicy unsweetened organic raisins team up with hearty organic whole wheat flakes. High fiber, low sodium with 28 grams per serving to fuel your busy day.**
  - ◆ **Substitute - Honey Nut O's - delicious organic whole grain oats, lightly sweetened with organic honey and then topped with organic almonds. 14 grams of whole grains and 120 calories per serving.**
  - ◆ **Selected 13-15 oz. varieties with Club Card pricing - Multi-Grain Squares, Honey Flake & Oat Clusters, Honey Nut O's**
- Open Nature Waffles
  - ◆ **Open Nature Waffles - Homestyle or Multi-grain varieties**
  - ◆ **All ingredients from natural sources**
  - ◆ **Open Nature Product Line - 100% Natural, No Hydrogenated Oils, No Artificial Flavors or Color**
  - ◆ **Open Nature Product Line - "Nature has nothing hide, neither should your food."**

## Executing the Demo

- ◆ **Enthusiastically engage consumers, make eye contact, greet them with a smile and a friendly approach.**
- ◆ Offer sample(s) of **O Organics Cereal, O Organics Milk, Open Nature Waffles** 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 O Organics Milk, O Organics Cereal, and Open Nature Waffles sample product - this will be credited back to the store internally via **ROWSAP**.
- If you have received a **plastic sign holder** from a previous sampling or in your kit, be sure to bring it to the sampling for the Color Copy Inserts 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 to complete **Product Usage Form** with all O Organics Milk, O Organics Cereal, and Open Nature Waffles product used for sampling and the Ice if it was NOT obtained from the Specialty Department.
- Should store personnel have questions regarding ROWSAP, show attached Inter-office Communication. This information applies **ONLY** to Store personnel.

**Today you will be encouraging consumers to “Wake Up to a Healthy Breakfast” with O Organics Milk, O Organics Cereal, and Open Nature Waffles.**

**UPON ARRIVAL**

Upon arrival at the store, locate the Store Manager, Refrigerated Grocery, Frozen Grocery Manager and Grocery Manager to inform him/her that you are at the store to conduct the O Organics Milk, O Organics Cereal, and Open Nature Waffles sampling.

- Request assistance from **Refrigerated Grocery Department Manager** for the **O Organics Milk** product from back stock as you want to have ample on store shelf for sell through. Since this O Organics Milk is shelf stable, if it has not been refrigerated, place on ice immediately. You may also locate individual product boxes or in 12-pack cases in nearby dairy cases or stacks adjacent to cooler as this item is shelf stable. Refer customers to these locations for sell through.
- Request assistance from **Frozen Grocery Department Manager** for the **Open Nature Waffle** product from back stock as you want to have ample on store shelf for sell through.
- Request assistance from **Grocery Department Manager** for the **O Organics Cereal** product from back stock as you want to have ample on store shelf for sell through.

**SET UP**

- Obtain ice from Specialty Department or via ROWSAP if necessary.
- Work with Department Managers to secure the sampling items
- Immediately place O Organics Milk and Open Nature Waffles on ice
- **Set up at or near the end of the aisle where the O Organics Milk is located or in a display near an electrical outlet. If this is not available, please set up at the end of the Open Nature Waffle aisle. The alternate location would be at the end of the O Organics Cereal aisle.**

• **Create a display:**

- Insert Color Copy into Plastic Sign Holder – should be prominent and easily seen.
- Place ice in tray and display O Organics Milk. Display 12-pack case as table space allows.
- O Organics Raisin Bran Cereal – several boxes
- Open Nature Waffles – display empty box
- Keep area neat, clean and make sure that trash never overflows.

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♦ **TO SERVE:**

**O Organics Milk - Plain (approximately 4 samples per 8 oz. container):**

- Pour about 2 - 2 oz. samples of the chilled O Organics Milk into the drinking cups.
- Limit the amount of O Organics Milk samples poured when traffic is slow as Milk is best sampled chilled.
- You may also offer to pour 2 oz. of milk into the bowl with cereal and offer with spoon.

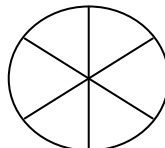


**O Organics Cereal – Raisin Bran (approximately 30 samples per box):**

- Scoop 2 tablespoons of cereal into bowl. Limit amount served so cereal does not become stale.
- Once consumer approaches offer to add 2 oz. milk. Hand to consumer with spoon and napkin if needed.

**Open Nature Waffles - Homestyle (6 samples per waffle, approximately 36 samples per box):**

- Toast in toaster or toaster oven according to directions on box.
- Cut into 6 pie-shaped triangles on cutting board.
- Leave on cutting board. Serve on napkin when consumer approaches.
- Serve samples warm.



- Serve O Organics Milk samples cold, discard warm samples.
- Serve Open Nature Waffles samples warm, discard cold samples.

- Recite key selling points to consumers.
  - Know product location and price point.
  - 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** 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.
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**Product Location:**

- O Organics Milk** – Refrigerated Dairy Aisle
  - Open Nature Waffles - Homestyle** – Breakfast Frozen Food Aisle
  - O Organics Cereal - Raisin Bran** – Cereal Aisle
- \*\*\*\*\*

**Nutritional Information**

Check Nutritional Information on Product Label  
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- ♦ 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\*\*\*

- ◆ Those who are lactose intolerant should avoid milk products.

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 quantities used of **O Organics Cereal, O Organics Milk 8 oz. containers, Open Nature Waffles** 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 (800) 961-9478 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.



## INTER-OFFICE COMMUNICATIONS

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**To:** Safeway Store Managers

**From:** Safeway Sampling Team

**Location:** In-Store Sampling

**Date:** February, 2012

**SUBJECT: Consumer Brands Product Sampling Reimbursement**

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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](mailto:Greg.Haughton@Safeway.com)

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