



HOT SHEET:

Project# 2230154 – EATING RIGHT Entrees

Today you will be encouraging consumer to taste EATING RIGHT Entrees. You will be introducing the NEW Ziti Marinara Entrée and also sampling the most popular Chicken Enchilada Entrée.

ALWAYS make sure there is product to sell of the item you are sampling. Otherwise, check the inventory for the substitute product – Chicken Methi Malai.

Check-in

Upon arrival at the store, locate the Store Manager, Frozen Grocery Manager to inform him/her that you are at the store to conduct the EATING RIGHT Entrée sampling.

- **Request assistance from Frozen Grocery Department Manager for the sample product from back stock as you want to have ample on frozen shelf for sell through.**

Table Display

- Be sure to take a look from the customer's point of view so that easel sign can be seen and table looks inviting and neat. Also, display empty box of the entrée you are serving.

Key Selling Points –

- **Use Easel Sign to introduce the NEW EATING RIGHT Entree flavors** - Ziti Marinara and Chicken Parmesan and the most popular Chicken Enchilada entrée – **point out flavor and images.**
- **EATING RIGHT Entrees – healthy versions of your favorite meals**
- **“There’s no need to sacrifice flavor for nutrition with EATING RIGHT.”**
- **Everyday price only \$2**
- **EATING RIGHT Ziti Marinara**
 - **NEW** ziti whole wheat pasta with marinara sauce topped with reduced fat mozzarella, monterey jack and parmesan cheeses
 - **High in protein** 22% of you daily value (from cheese)
 - **310 calories**
 - **3 grams of fiber**
 - **real cheesy!**

- more -

Key Selling Points (continued)

- **EATING RIGHT Chicken Enchilada**
 - **Most popular EATING RIGHT entree** –corn tortilla stuffed with chicken, onions and green chiles, with Mexican-Style rice and sprinkled with cheese
 - **High in protein** 28% of you daily value
 - **300 calories**
 - **3 grams of fiber**

- **EATING RIGHT Chicken Parmesan**
 - **NEW** seasoned breaded chicken breast topped with marinara, reduced fat mozzarella and parmesan cheese over whole wheat pasta
 - **300 calories**
 - **22g of protein**
 - **5 grams of fiber**

ROWSAP

Please remember you will NOT be purchasing the EATING RIGHT Entrees and Safeway Ice sample/supply 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...

EATING RIGHT Frozen Entrees

EATING RIGHT Frozen Entrees - Chicken Enchilada
(12/9 oz.) - UPC:79893-10665 - Retailer Code:48010938

EATING RIGHT Frozen Entrees - Ziti Marinara (12/9 oz.) - UPC:79893-10744 - Retailer Code:48010403



Kit Contents

- 250 4 oz Food Boats
- 1 Easel Card
- 250 Forks
- 1 Gloves (3 Pair)
- 1 Paperwork (version noted on manifest)
- 250 Napkins
- 1 PromoReport Form
- 1 Safeway Product Usage Form
- 1 Training Manual

Pricing Information

Everyday pricing \$2

Substitute – use just prior to selling out of featured items

EATING RIGHT Frozen Entrees

EATING RIGHT Frozen Entrees - Chicken Methi Malai
UPC:79893-10766 Retailer Code:48011072 Pack Size:12/8.25 oz. *

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

Demo Shopping List

FREE from Specialty (Deli) Department or if needed, ROWSAP - 1 unit of Safeway Ice UPC:21130-08910;4 40010 04201;4 40010 00901 Retailer Code:40010038;40100003,40010042

ROWSAP - 13 packages of EATING RIGHT Frozen Entrees - Chicken Enchilada - UPC:79893-10665 – Retailer Code:48010938

ROWSAP - 13 packages of EATING RIGHT Frozen Entrees - Ziti Marinara - UPC:79893-10744 - Retailer Code:48010403

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

104 EATING RIGHT Frozen Entrees - Chicken Enchilada (samples)

ROWSAP

104 EATING RIGHT Frozen Entrees - Ziti Marinara (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-EATING RIGHT Frozen Entrees 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
- ◆ Table Cloth
- ◆ - Serving Tray
- ◆ - 2 Forks/Knives to cut large pieces
- ◆ - 2 serving spoons
- ◆ Cooler
- ◆ Extension Cord
- ◆ Pen
- ◆ Training Manual
- ◆ Waste Basket
- ◆ Cutting Board (not wood)
- ◆ Hot Pads
- ◆ PromoReport Form
- ◆ Allergy Sign (if applicable)
- ◆ Demo Kit
- ◆ Knife
- ◆ Spatula

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 display of **EATING RIGHT Frozen Entrée**. 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 an empty box of the featured **EATING RIGHT Frozen Entrees** on your table for reference by 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 **EATING RIGHT Frozen Entrees, Safeway Ice Supply** used for your Product Usage Form and PromoReports® Form.
- The products purchased for your demo are to be pulled from the **Grocery (Frozen Prepared)** section.
- ◆ **Obtain ice FREE from Specialty (Deli) Department or if needed, ROWSAP - 1 unit of Safeway Ice**
- ◆ **ROWSAP - 13 packages of EATING RIGHT Frozen Entrees - Chicken Enchilada**
- ◆ **ROWSAP - 13 packages of EATING RIGHT Frozen Entrees - Ziti Marinara**

- 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 whenever 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.
 - EATING RIGHT Frozen Entrees
 - ◆ **EATING RIGHT Entrees - healthy versions of your favorite meals - "There's no need to sacrifice flavor for nutrition with EATING RIGHT."**
 - ◆ **Everyday price only \$2**
 - ◆ **NEW flavors - Ziti Marinara and Chicken Parmesan**
 - ◆ **Ziti Marinara - ziti pasta with marinara sauce topped with reduced fat mozzarella, monterey jack and parmesan cheeses. High in protein 22% of your daily value (from cheese), only 310 calories, 3 grams of fiber. Real cheesy!**
 - ◆ **Chicken Enchilada - corn tortilla stuffed with chicken, onions and green chiles, with Mexican-Style rice and sprinkled with cheese. High in protein 28% of your daily value, only 300 calories, 3 grams of fiber. Most popular!**
 - ◆ **Chicken Parmesan - seasoned breaded chicken breast topped with marinara, reduced fat mozzarella and parmesan cheese over whole wheat pasta. Only 300 calories, 22g of protein, 5 grams of fiber.**

Executing the Demo

- ◆ **Enthusiastically engage consumers, make eye contact, greet them with a smile and a friendly approach.**
- ◆ Offer sample(s) of **EATING RIGHT Frozen Entrees** 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 EATING RIGHT sample product and supplies**, this will be credited back to the store internally via **ROWSAP**.
- Should store personnel have questions regarding ROWSAP, show attached Inter-office Communication.
- Be sure to complete **Safeway Product Usage Form** with all EATING RIGHT Entrée/Safeway Ice product used for sampling/supply.

Today you will be promoting EATING RIGHT Frozen Entrees.

To prepare for the EATING RIGHT Frozen Entree sampling:

- Be sure that you have read your training manual prior to the demo day.
- Be knowledgeable of the product as you should expect to be audited.
- Be sure to bring your kit, paperwork and wear your approved attire
- Arrive promptly at start time to begin set up

- Upon arrival at the store, locate the Store Manager, Frozen Grocery Department Manager and inform him/her that you are in the store to conduct the EATING RIGHT Frozen Entrée sampling.
- **Request assistance from Frozen Grocery Department Manager for the sample product from back stock as you want to have ample on freezer shelf for sell through.**

To set up for the EATING RIGHT sampling:

- Obtain ice from the specialty department or via ROWSAP if necessary.
- **Select the following ROWSAP items to start:**
 - 7 packages of EATING RIGHT Chicken Enchilada Entree
 - 7 packages of EATING RIGHT Ziti Marinara Entree
- **Select the remaining ROWSAP items AS NEEDED throughout the day**
 - 6 packages of EATING RIGHT Chicken Enchilada Entree
 - 6 packages of EATING RIGHT Ziti Marinara Entree
- Place EATING RIGHT Frozen Entrees in cooler with ice on top.
- Set up your demo table near an electrical outlet near the EATING RIGHT Frozen Entrée product location.
- **Create a table display:**
 - Display your Easel Card on one side of your table so it can easily be seen by shoppers
 - Display the empty box of the featured EATING RIGHT Frozen Entrees – Chicken Enchilada and Ziti Marinara on one side of the table for consumer reference
 - Place your serving tray for your samples on the opposite side of the table
- Keep area neat, clean and make sure that trash never overflows.

♦ **To sample the EATING RIGHT Frozen Entrees:**

- Neatly open one box of the EATING RIGHT Frozen Entree featured flavors and display empty box towards front of table.
- Follow the cooking directions on the back of the box for each entree
- Please remember since individual appliances vary in temperature and power, these directions are guidelines only.
- While you are cooking one entrée, prep the alternate flavor entrée according to box directions.
- Carefully remove entree from microwave with hot pad and allow to sit for 1 minute before serving.
- Meanwhile, begin cooking the next entree.
- Carefully open entrée, making sure to avoid hot steam.
- For the Ziti Marinara, stir thoroughly to mix ingredients with sauce. Serve about 1 oz. in food boat making sure to divide ziti and marinara into 8 sample portions per entree.
- For the Chicken Enchilada, cut into 8 pieces. Then, serve each cut enchilada piece with sauce, making sure to divide sauce among the 8 sample portions.
- Offer sample with napkin making sure to name the entree they are tasting.
- Be sure to remind consumers that samples are HOT.
- **Alternate sampling** between the Ziti Marinara and Chicken Enchilada.

Engage consumer with Conversational Starters and Product Features and Benefits:

- "Today we're introducing EATING RIGHT Frozen Entrees - healthy versions of your favorite frozen entrees now available in your Safeway freezer section.
- "We're sampling our NEW Ziti Marinara and our most popular Chicken Enchilada entrée."
- "There's no need to sacrifice flavor for nutrition with EATING RIGHT."

• "Today we're featuring our **NEW Ziti Marinara** – ziti whole wheat pasta with marinara sauce topped with reduced fat mozzarella, monterey jack and parmesan cheeses. High in protein – 22% of daily value (from cheese), only 310 calories, 3 grams of fiber. Real cheesy!

• "Today we're featuring our **most POPULAR Chicken Enchilada** – corn tortilla stuffed with chicken, onions and green chiles, with Mexican-Style rice sprinkled with cheese. High in protein 28% of your daily value, only 300 calories, 3 grams of fiber.

SUBSTITUTE ITEM ONLY:

- "Today we're featuring **Chicken Methi Malai**, inspired by cuisine of India – white meat chicken in a Methi Malai curry sauce with basmati rice and seasoned kidney beans."

Close the Sale:

- "Remember EATING RIGHT Frozen Entrees for a healthy version of your favorite meals, just heat and eat!"
- "Everyday price for only \$2."
- "There's no need to sacrifice flavor for nutrition with Eating Right."

- Know product location and price point.
- Discard any cold entree samples.
- Complete 3-part **Safeway 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:

EATING RIGHT Frozen Entree Frozen Food Entree 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.
- ◆ 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 of **EATING RIGHT Frozen Entrees, Safeway Ice Supply** product used and report the result on your Product Usage Form and 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 (888) 729-8085 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.