

This is a multi-vendor Safeway event executing on Saturday, June 8th from 11am-5pm. There will be 2 other tables set up in addition to yours. One of the additional tables will feature Pringles and Keebler Fudge Stripe OR Nutri-Grain Fruit Crunch. The other table will feature Lay's Wavy Roasted Garlic and Sea Salt Chips (see the last page of this manual for further details). **You will be managing the Hellmann's/Best Foods Mayonnaise and Capri Sun table for this event.**

**Please follow the instructions in this manual on how to properly execute this event:**

1. Make a pre-call to your store 3 days prior to the event to confirm the date that you will be coming in and the products that you will be sampling. **If the store states that they do not have product or if they advise that they do not want the demo, you will still go to the event as planned!**
2. Arrive on time for your demo. Introduce yourself to the store manager and ask for assistance in where you should set up your table. Set up your table as shown on page 2 of this manual. Create an attractive display on your table with the featured products from the shelves. You may keep additional product underneath your table and replenish inventory on your table to sell, as needed. **Please only keep the packaging for Hellmann's/Best Foods Mayonnaise and Capri Sun on your table, as these are the brands that we are promoting. All other packaging (sour cream, chips & Lipton mix) should be out of view and under the table. If customers inquire about the recipe for the onion dip, it is ok to share the other ingredients/brands used at that time.**
3. Purchase the items in the shopping list on page 2. Verify that the UPC codes on the packages match the UPC codes in the shopping list (where applicable). Set up your pop-up cooler and fill with ice (instructions on how to set up the pop-up cooler can be found on page 5). Place the mayonnaise, sour cream and as many Capri Sun pouches that will fit inside your cooler with ice. You will keep the remaining Capri Sun pouches under your table and add additional pouches to the cooler as space is made available throughout the event.
4. ***To sample the Hellmann's/Best Foods onion dip recipe:*** In your mixing bowl, combine 16 oz. sour cream, 1/2 cup Hellmann's Real Mayonnaise OR Best Foods Mayonnaise (use the 4oz soufflé cup that is included in your kit to measure out 1/2 cup. [1] 4oz soufflé cup is equal to [1/2] cup) and 1 envelope of Lipton Recipe Secrets Onion Soup & Dip Mix. Stir until thoroughly mixed. Place 3 chips on a paper plate. As consumers approach, add a teaspoon size amount of the dip to the plate with the chips and hand the sample to the consumer (do not add dip to the plate prior to a consumer interaction, as the dip may seep through the plate). You should make this recipe 3 times throughout the event. Your sample distribution goal is approximately 125 samples. ***Your goal is to sell at least 35 containers of Hellmann's/Best Foods Real Mayonnaise.***
5. ***To sample Capri Sun Big Pouch - Fruit Punch:*** Twist off the cap of a pouch and pour approximately 2 oz. of juice into a drinking cup. Arrange samples neatly on your table. Your sample distribution goal for Capri Sun Big Pouch - Fruit Punch is approximately 125 samples. ***Your goal is to sell at least 35 pouches of Capri Sun Big Pouch - Fruit Punch.***
6. Actively engage approaching consumers and offer them a sample. Use enthusiasm to recite the product features and benefits and to get the consumers excited about the products you are promoting. Replenish samples as needed.

**The following Pre-Demo Checklist must be completed prior to your event:**

- Read and understand **all** of the information in this training manual.
- Review your kit contents for accuracy.
- Conduct your pre-call to the store 3 days before your demo and ask the grocery manager if the product is in stock.
- Watch the video mentioned in the Hotsheet and call in, or report online, your LearningCenter™ Form.
- Activate your debit card 72 hrs prior to the event using the instructions provided in this manual.
- Ensure that you bring the following items to your demo: Entire kit contents, demo table, pen (to complete paperwork), paperwork, tape, small trash can or bag, allergen & ingredient sheet.

## Shopping List:

Product	UPC	# Units to Buy
30oz. container of Best Foods Real Mayonnaise OR Hellmann's Real Mayonnaise**	Best Foods Real Mayonnaise: 0-48001-21351-7 Hellmann's Real Mayonnaise: 0-48001-21348-7	1 container
Capri Sun Big Pouch - Fruit Punch	0-87684-00514-9	25 pouches
16oz. container of Sour Cream (any brand)	N/A	3 containers
Lipton Recipe Secrets Onion Soup & Dip Mix	0-41000-00362-2	2 boxes
Safeway Artist Wavy Chips	0-21130-29109-0	2 bags
Small bag of ice (if unable to obtain for free)	N/A	1 bag
<b>Do not exceed \$45.76 (including tax)</b>		

\*\*This depends on which of these two products your store carries. You will only purchase ONE jar of whichever is available.

When building your display of product, please use 16oz jars of Hellmann's or Best Foods Mayonnaise only!

Make sure to tape the allergen/ingredient sheet included in this manual on the front of your table



**Don't forget to wear gloves at all times!**



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**SALES GOAL!**

**Your goal is to sell at least 35 containers of Hellmann's/Best Foods Real Mayonnaise AND 35 pouches of Capri Sun Big Pouch - Fruit Punch**

## Kit Contents:

- (1) PromoReports® Form
- (1) LearningCenter™ Form
- (1) Training Manual
- (125) 3.5oz Drinking Cups
- (250) Napkins
- (125) 6" Paper Plates
- (4) 4oz Plastic Soufflé Cups
- (1) 32oz Plastic Mixing Bowl
- (1) Mixing Spoon
- (3) Pairs of Gloves
- (1) Pop-up Cooler
- (1) Debit Card
- (1) Black Hat
- (1) Black Apron
- (1) Black Tablecloth

## What To Wear:

- Black pants/skirt
- White collared shirt/blouse
- Black, close-toed non-slip shoes (no open-toed shoes or gym shoes)
- Apron (provided in kit)
- Black hat (provided in kit)
- Gloves (provided in kit)

## Break Process:

Breaks should be taken between 2pm & 3pm local store time. Breaks should be rotated by table so that no more than 1 table is unattended at a given time.

## Features & Benefits

### Best Foods Real Mayonnaise & Hellmann's Real Mayonnaise

- Best Food's/Hellmann's is America's #1 mayonnaise and made with real, simple ingredients: eggs, oil and vinegar
- Best Food's/Hellmann's is also committed to using certified cage-free eggs in our products and our authentic mayonnaise is rich in Omega 3-ALA



### Capri Sun Big Pouch - Fruit Punch

- Larger size
- New re-sealable cap for convenience on the go
- Attracts teens 12-17 years old



## Post Event:

- Return product from table display to the shelf.
- DO NOT take sample product out of the store. Leave any leftover samples with the Store Manager.
- Clean up, breakdown your table and leave your area as you found it.
- Complete your PromoReports® Form and obtain a store stamp and a manager's signature.
- It is mandatory that you enter your results online or call into PromoReports® to report your results upon demo completion. For online entry, please follow the instructions on your PromoReports® Form.
- **Be sure to mail your PromoReports® Form with a copy of your receipt to your agency immediately after calling in your results.**
- **Please feel free to include any written comments (positive or negative) on the back of your PromoReports® Form. Your honesty in the program execution is greatly valued and appreciated.**

**NOTE:** Please follow standard safety/health procedures when conducting your demo. Do not distribute samples to children. Hand the sample to the parent or guardian to give to the 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. You **must** have your Allergen signs (from this Training Manual and/or in your kit) displayed on the front of the table during your demo.



Please recycle your consumer engagement materials when possible.



## Best Foods Real Mayonnaise & Hellmann's Real Mayonnaise



**Ingredients:** Soybean Oil, Water, Whole Eggs and Egg Yolks, Vinegar, Salt, Sugar, Lemon Juice, Calcium Disodium Edta (Used to Protect Quality), Natural Flavors.

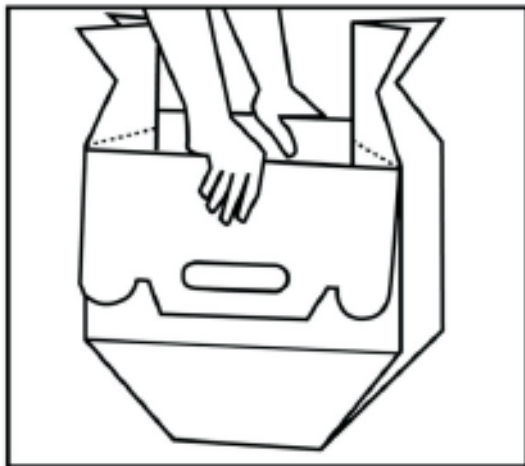
## Capri Sun Big Pouch Fruit Punch



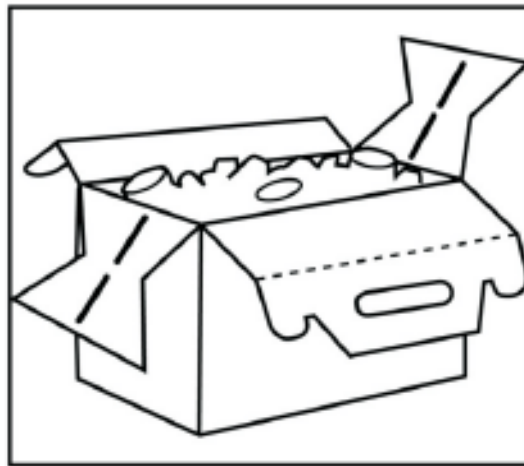
**Ingredients:** Water, High Fructose Corn Syrup, Apple and Grape Juice Concentrates, Citric Acid, Water Extracted Orange and Pineapple Juice Concentrates, Ascorbic Acid, Natural Flavor, Vitamin E Acetate.

# Pop-Up Cooler Set Up Instructions

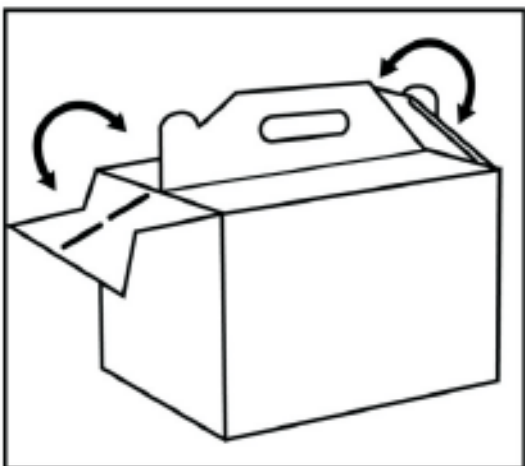
For best cooler performance follow these instructions carefully.



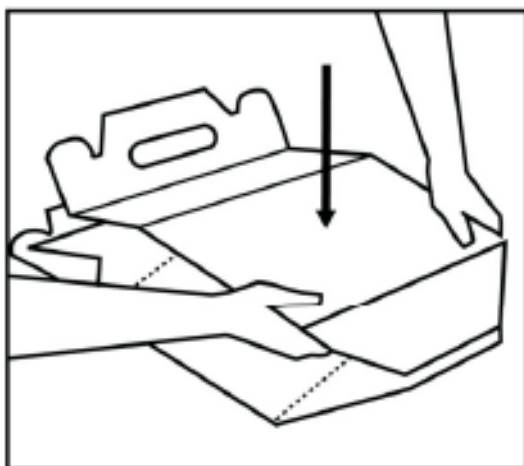
PUSH DOWN TO POP OPEN



READY FOR ICE AND DRINKS



FOLD OVER FLAPS TO CLOSE



COLLAPSES FOR EASY STORAGE

# Safeway Summer Central Overview

- ◆ **This sampling event is just one part of a large promotional program that Safeway is running during the summer that includes local market advertising on radio and TV, social media, weekly ad placement and other outlets.**
- ◆ **In addition to the items that you are sampling, your store will feature the following products on other tables set up in the store:**
  - Lay's Wavy Roasted Garlic and Sea Salt Chips (UPC: 0-28400-14996-9)
    - With Lay's Wavy Garlic & Sea Salt, we've brought the popular garlic flavor back with a sophisticated sea salt twist – for an entirely new ridged potato chip taste experience that can be enjoyed with a favorite dip or straight from the bag
    - New Lay's Wavy Roasted Garlic & Sea Salt flavored potato chips are available in stores nationwide in a 9 1/2-oz. bag for a suggested retail price of \$4.29
    - With the average adult consuming about 2.3 pounds of garlic each year, the demand for garlic in the U.S. clearly speaks for itself
  - Pringles Super Stack - BBQ (UPC: 0-38000-84497-3)
    - New improved taste and flavor
    - 30% better seasoning coverage across all flavors
    - Canister is perfect for packing to take along to your favorite sporting event
  - Nutri-Grain Fruit Crunch - Strawberry Parfait (UPC: 0-38000-72409-1) (*in select stores*)
    - New granola bar from Nutri-Grain
    - Made with real fruit!
    - 16grams of Whole Grain
  - Keebler Fudge Stripes Cookies (UPC: 0-301000-03319-6) (*in select stores*)
    - Now with more fudge covering, broader stripes and thicker cookie
    - Fudge Stripe Cookies deliver more indulgence
    - Made with 100% cocoa



# How to Use Your Disposable PromoWorks Debit Card



**Step 1:**  
**72 Hours Before the Demo -**  
Activate your card by calling 1-866-666-2587. When you call, have the following information:

- Project #
- Store #
- PromoReport Code
- Your Debit Card Number (see card)

Found on your PromoReports Form



**New Card Features:**  
Silver Writing  
**Card States:**  
"Promoworks - New Card"

## IMPORTANT:

Be sure you remember your 4-digit PIN number is **9991** You will need it to complete your purchases.



**Step 2:**  
**Day of the Demo -**  
**Sample Product Purchase**  
On the day of the demo, purchase your sample product(s) using your PromoWorks Disposable Debit Card.

**Remember, you will need to know your 4-digit PIN number (9991) to complete the purchase.**

## Step 3: After the Demo - Dispose Card

Dispose your PromoWorks Disposable Debit Card upon completion. This card will no longer be active.

## Customer Service Assistance:

Call the Customer Service Line below and follow the prompts to help manage your debit card. To activate your card (press 1), to check your card activation status (press 2) and card balance (press 2).

### Call 1-866-666-2587

Monday - Friday 7a.m. - 6p.m. CST

Saturday - Sunday 7:30a.m. - 4:30p.m. CST

Please be aware that not all card machines look the same. Even though the machine you use may look different from the one depicted here, it will still operate the same way. If you need help, the cashier should be able to assist you.

## FAQs:

- Q:** What is this card for?
- A:** This card will allow you to purchase all of the required items for your in-store demonstration without having to pay in cash or use a voucher check.
- Q:** What if I need to buy more product?
- A:** Call 1-866-666-2587 and you can have a one-time additional load of funds to your card in seconds (up to \$3.00).
- Q:** What do I do if my card is lost, stolen, or damaged?
- A:** Call Customer Service at 1-866-666-2587 immediately.
- Q:** What if I am unable to contact Customer Service for assistance?
- A:** Use cash or an alternate form of payment. Save your receipts and contact your Agency to inform them of the situation.

