

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 *Muller Quaker Dairy Yogurt* 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
- ◆ -Bowl to keep yogurt cool while sampling
- ◆ -Three Spoons to scoop yogurt into cups
- ◆ Waste Basket
- ◆ Demo Kit
- ◆ Table Cloth
- ◆ Allergy Sign (if applicable)
- ◆ Demo Table
- ◆ Training Manual
- ◆ Cooler
- ◆ PromoReport Form

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 ***Muller Quaker Yogurts***. 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 ***Muller Quaker Yogurts*** 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 the beginning inventory of ***Muller Quaker Yogurts*** on the shelf and/or secondary display location, for your PromoReports® Form (Do not include the product included in kit or the product you plan to purchase in your inventory count if applicable.) If necessary, please request that a Manager inventories any product in the backroom of the store.
- The products purchased for your demo are to be pulled from the ***Grocery (Dairy, Yogurt, Milk)*** section - **your total purchase should not exceed \$59.86 (including tax)**. Please consult your agency for proper product reimbursement procedures in your chain.

Please use your Debit Card for purchases.

- ◆ **1 Bag of Ice**
- ◆ **Up to 14 containers of Muller Corner Strawberry**
- ◆ **Up to 14 containers of Muller Yogurt Corner Greek Blackberries**
- ◆ **Up to 14 containers of Muller Yogurt Frut Up Blueberry**

☐ 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.
 - Muller Quaker Yogurts
 - ◆ **Müller™ Corner™ and Müller™ Greek Corner™ come with delicious mix-ins like caramelized almonds, fruit and even chocolate coated cereal.**
 - ◆ **FrütUp (pronounced Fruit Up) is a unique yogurt product & there is nothing like it on the market. Upon opening you will smell the amazing aroma that makes our product unique.**
 - ◆ **The FrutUp product is so special, that people will still have to be taught to eat the yogurt! It is available in 6 flavors**
 - ◆ **Explain to the shopper about the unique package of the Greek & Corner items while consumers mix the yogurt up.**
 - ◆ **Müller™ yogurt is made from reduced-fat, grade A milk and is a good source of calcium and protein**
 - ◆ **Please promote the full Muller family of 16 products on the shelf for other great flavors. Corner is available in 6 flavors, Corner Greek has 4 flavors and FrutUp has 6 flavors.**

Executing the Demo

- ◆ **Enthusiastically engage consumers, make eye contact, greet them with a smile and a friendly approach.**
- ◆ Offer sample(s) of **Muller Quaker Yogurts** to consumers and inform them of the features and benefits of each product(s).
- ◆ Always wear gloves and HAT when handling food (required).

- ◆ **To prepare for your Muller Quaker Yogurt sampling:**
 - Be sure that you have read your training manual before executing today's sampling
 - 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 to inform him/her that you are at the store to conduct the Muller Quaker Yogurt demo.**
 - Request assistance from Store Manager for the sample Muller Quaker Yogurt product from back stock as you want to have ample on store shelf for sell through.

- ◆ **To set up for the Muller Quaker Yogurt demo:**
 - Purchase 10 individual containers of each of the 3 yogurt flavors
 - Purchase up to 8 more individual containers of each flavor as needed throughout the day.
 - Purchase a bag of ice, if unable to obtain for free from the deli department.
 - Put the yogurt in your cooler topped with ice.
 - Set up near the refrigerated aisle of the store where the yogurt is located if you can.

- ◆ **Create a table display:**
 - Set up table and use the red tablecloth included in your kit.
 - You may use empty yogurt containers to create a neat display on your table.
 - Set out your bowl of ice on the table to keep the sampled yogurt cold.
 - Set out coupons for \$1 off on the left corner of your table.
 - Set out the Easel Card on the other corner of your table.

- If traffic is slow, limit number of samples served to avoid them getting warm.
- Keep area neat and clean, making sure that trash never overflows.

◆ **To sample the Muller Quaker Greek Corner Yogurt:**

- Open a container of the Muller Quaker Greek Corner Yogurt.
- Scoop one tablespoon of yogurt into a sample cup.
- Top the yogurt with a teaspoon of the fruit in the sample cup.
- You should get about 4-5 samples per each container of yogurt.
- Serve with napkin and a spoon.

◆ **To sample the Muller Quaker FrutUp Yogurt:**

- Open a container of the FrutUp
- Put a small amount of the yogurt into a soufflé cup
- Top with a little bit of the toppings
- You should get about 4 samples per each container of yogurt
- Serve with a napkin and a spoon.

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

- “Would you like to sample the Muller Quaker Yogurt today?”

◆ **Close the Sale:**

- “Save today with the \$1.00 coupon off any 2 flavors of Muller Quaker Yogurt .”
- Offer coupon.

- **Know product location and price point.**
- **Remember to keep remaining product chilled during demo.**
- **If samples become too warm please discard.**

Product Location:

Refrigerated Section

Product Availability:

If product which does not appear on the store shelf, please verify with store personnel to make sure there is no more in the backroom.

Nutritional Facts:

See each container for Nutritional Facts

- ◆ 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 **Muller Quaker Yogurts**.
- ◆ 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.

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.
- ◆ Take the ending inventory of **Muller Quaker Yogurts** and report the result on your 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 (800) 661-6294 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.



In-Store Sampling Guide 6/15 Flavors



Fold allergy warning into a triangle along the lines and set on your table like pictured here.



Fold here



ALLERGEN WARNING

Before sampling, please carefully read all ingredient labels before consuming any of today's featured items.

Müller yogurt products may contain the following allergens:

| | | |
|--------------|---------------------------|--|
| MILK | FISH (TILAPIA) | TREE NUTS (ALMONDS & COCONUT) |
| WHEAT | SOY | |

If you have one of these allergies, please do not consume.

Fold here