

# PromoWorks® Nature Valley Protein Granola and Yoplait Greek Yogurt Program #308490



## What to Purchase/Distribute:

Product	UPC	# Units to Buy	# Samples per Unit	Distribution Goals
Nature Valley Protein Granola, Oats 'n Chocolate	0-16000-43778-4	3 packages	40	120
Nature Valley Protein Granola, Oats 'n Honey	0-16000-43779-1	2 packages	40	80
Yoplait Greek Yogurt- Blueberry	0-70470-45916-5	10	10	100
Yoplait Greek Yogurt- Pineapple	0-70470-45912-7	10	10	100
Nature Valley Protein Granola Coupons	N/A	N/A	50	50
Yoplait Greek Yogurt Coupons	N/A	N/A	200	200
One Bag of Ice	N/A	1	N/A	N/A
<b>Substitute Items:</b> Yoplait Greek, Coconut UPC:0-70470-45911-0 Yoplait Greek, Strawberry-Raspberry UPC:0-70470-45915-8 Yoplait Greek, Tangerine UPC:0-70470-45914-1 Yoplait Greek, Vanilla UPC:0-70470-45913-4				
<b>Do not exceed \$53.98 (including tax)</b>				

## Kit Contents:

- 3 Pairs of Gloves
- 1 Promo Reports Form
- 1 Training Manual
- 400 2 oz. Soufflé Cups
- 200 Napkins
- 200 Spoons
- 50 Nature Valley Protein Granola coupons
- 200 Yoplait Greek Yogurt Coupons
- 1 Bilingual Allergen Table Tent
- Table Runner
- Easel Card (11X14)

## What To Wear:

- Black pants/skirt
- White collared shirt/blouse
- Black, close-toed non-slip shoes (no open-toed shoes or gym shoes)
- Gloves
- Apron (from your dedicated demo supplies)
- Agency approved hair restraint

## Pre-Demo Checklist:

*The following 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 receiving clerk if the product is in stock.
- Activate your debit card the day before your demo (if applicable).

**\*Please note that all apparel or equipment items brought from home must be from your clean and dedicated demo-only supplies.**

## On-Site Demo Checklist:

- Introduce yourself to the store manager to briefly describe the demonstration.
- Check to see if there is a secondary display of all products being sampled. Set up your demo table near the display if possible.
- Note the **beginning inventory** of each product being sampled and record it on your PromoReports form. **\*DO NOT INCLUDE THE PRODUCT PURCHASED FOR SAMPLING.**

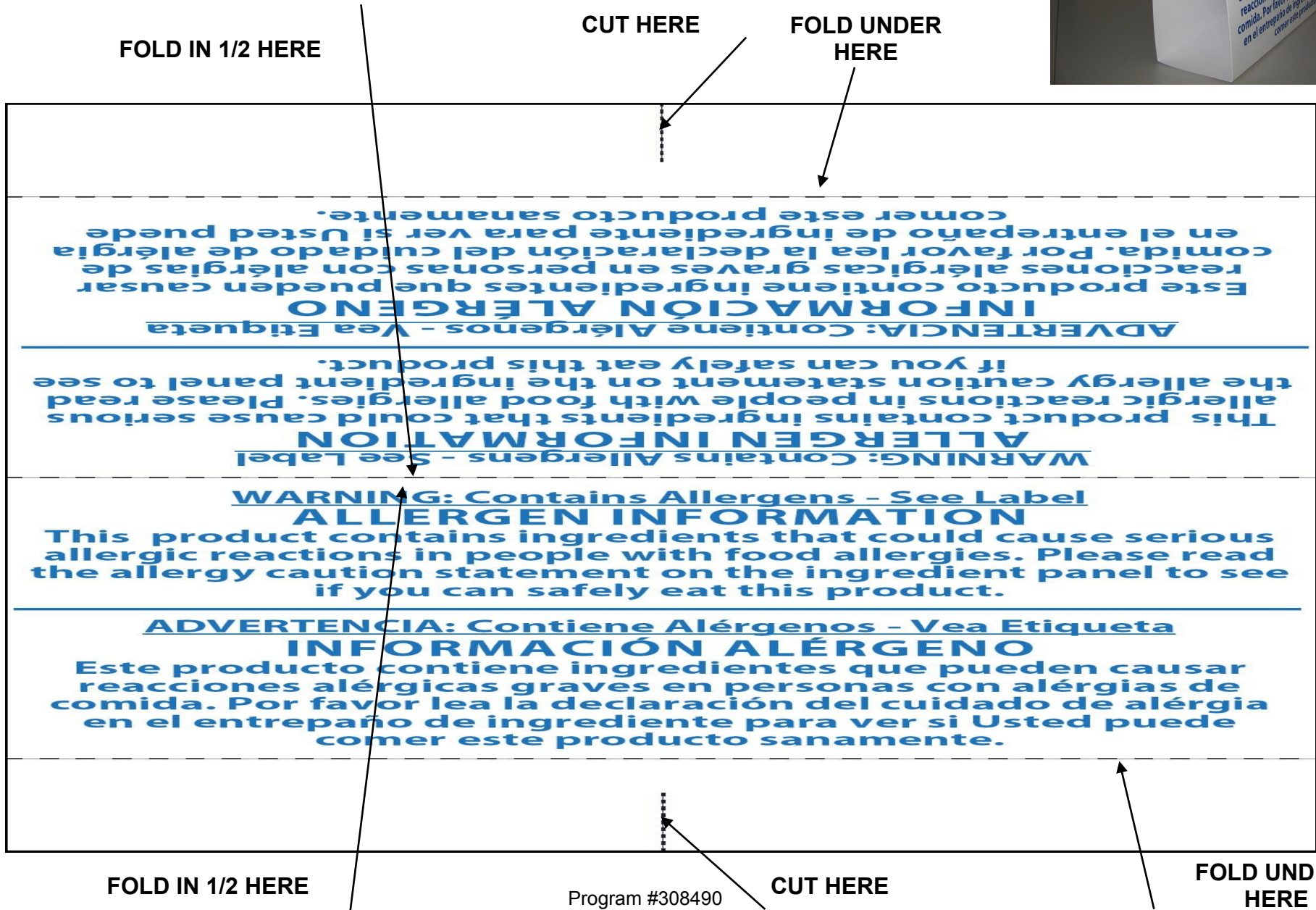
## What To Bring:

- Demo Table & Tablecloth
- Apron
- Pen
- 2 Serving Spoons
- Cooler
- This Training Manual
- PromoReports Forms
- Entire Kit Contents
- Tape
- Paper towels
- Trash Can

# Pictures of General Mills Allergen Sign

**\*It is IMPERATIVE that the Allergen Sign included in your kit be displayed on your table at all times during the event.**

ONCE THE ALLERGEN SIGN IS CUT AND FOLDED, IT WILL LOOK LIKE THIS →



# Executing the Demo

## Nature Valley Protein Granola

1. Open one package of each variety of Nature Valley Protein Granola.
2. Using a different spoon for each variety, fill the soufflé cups approximately 1/2 full of granola.
3. Repeat above procedure with remaining granola and soufflé cups.
4. Distribute samples and coupons to interested consumers. Refer to the features and benefits as talking points when speaking with consumers.
5. Make sure you have enough samples on your table to accommodate store traffic.
6. Each package of Nature Valley Protein Granola will yield approximately (40) samples.

## Yoplait Greek Yogurt

1. Open one container of each variety of Yoplait Greek Yogurt. *\*Keep unopened containers in the cooler with the ice.*
2. In one motion, using the plastic spoons provided in the kit, dip a spoon into the yogurt container and pull out immediately. Lay each yogurt covered spoon into a soufflé cup and provide to customers.
3. Repeat above procedure with remaining yogurt containers and spoons.
4. Distribute samples to interested consumers. Refer to the features and benefits as talking points when speaking with consumers.
5. Ask consumers if they would like Nature Valley Protein Granola sprinkled on their yogurt sample!
6. Only place a **FEW** samples on your demo table at one time. *\*Discard and replenish samples after 15 minutes.*
7. Each container of yogurt will yield about (10) samples.



- You must read **“Product Safety Information”** on page 6 before executing the demo.
- It is **IMPERATIVE** that the **“Allergen Sign”** included in your kit be displayed on your table at all times during the event.
- **DO NOT DISTRIBUTE SAMPLES TO CHILDREN UNDER THE AGE OF 13 WITHOUT THE PERMISSION OF PARENT OR RESPONSIBLE ADULT.**

# Features & Benefits

## Nature Valley Protein Granola

A delicious and versatile way to add protein to your day.

New Nature Valley Protein Granola makes it easier to enjoy the taste of Nature Valley anytime, anywhere.

Made with natural ingredients, each serving contains 10 grams of protein and at least 23 grams of whole grain.

Nature Valley Protein Granola can be sprinkled on yogurt, enjoyed with milk or to satisfy mid-day cravings.

## Yoplait Greek Yogurt

New Yoplait® Greek is a deliciously blended, strained Greek yogurt that is available in six unique and tantalizing flavors including Blueberry, Coconut, Pineapple, Strawberry-Raspberry, Tangerine and Vanilla.

All of the new Yoplait® Greek yogurts contain 150 calories or less per serving and contain 100% more protein than regular yogurt\* (11g of protein per serving).

Yoplait Greek contains 11g of protein per 5.3 oz. versus regular non-Greek yogurt, which contains 5g of protein per 5.3 oz.

### **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 or in the employee break room.
- 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 tear, slash, or deface, and then discard any remaining coupons at the end of the day. Confirm destruction of coupons on your PromoReport form.
- 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. If you are purchasing product, do NOT include the product you are purchasing in your inventory count.
- **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 under age 13. 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.

# Allergen Information



**CONTAINS SOY; MAY CONTAIN ALMOND, MILK,  
PECAN AND WHEAT INGREDIENTS.**

\*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 the product.

## Product Safety Information

To: Retail Sampler

Subject: Specific Safety Information for the **Nature Valley Protein Granola and Yoplait Greek Yogurt** products you are sampling today.

With the products you are sampling today for General Mills, we have taken great care to identify for the consumer the allergen information on the package that they need to protect themselves. We have also furnished you with a card which tells the consumers that the product contains allergens. PLEASE PLACE THE ALLERGEN PLACARD IN A VISIBLE PLACE FOR THE CONSUMER TO OBSERVE. But this doesn't protect any youth or children that could obtain a sample from you. It is important that you DO NOT GIVE OUT A SAMPLE TO YOUTH OR CHILDREN UNDER THE AGE OF 13. This age is used to assure that the consuming youth understands their allergy and will avoid a material which they are allergic. You will also need to be careful that youth or young children under this age DO NOT JUST TAKE A SAMPLE without your awareness to question their age. It is OK if a parent chooses to give the food sample to a child under the age of 13.

It is estimated that approximately 2 percent of adults and about 5 percent of infants and young children in the United States suffer from food allergies. Each year, roughly 30,000 individuals require emergency room treatment and 150 individuals die because of allergic reactions to food.

Eight major foods or food groups—milk, eggs, fish, Crustacean (shellfish), tree nuts, peanuts, wheat, and soybeans—account for 90 percent of food allergies. At present, there is no cure for food allergies. A food allergic consumer must avoid the food to which the consumer is allergic.

A recent study shows that many parents of children with a food allergy were unable to correctly identify in each of several food labels the ingredients derived from major food allergens. Ingredients in foods must be listed by their “common or usual name”. In some cases, the common or usual name of an ingredient may be unfamiliar to consumers, and many consumers may not realize the ingredient is derived from, or contains, a major food allergen. In other cases, the ingredients may be declared as a class, including spices, flavorings, and certain colorings, or are exempt from the ingredient labeling requirements, such as incidental additives.

We hope this information helps you understand allergens and helps protect the samplers.

**THANK YOU FOR YOUR COOPERATION AND HAVE A “SAFE” SAMPLING EXPERIENCE.**