



## HOT SHEET:

### Project# 2230394 –Marcela Valladolid Tortilla & Meats

You will be introducing and inviting shoppers to experience the taste of **Marcela Valladolid (pronounced VAYA doh leed) Tortilla & Meats**. Marcela personally worked in the Safeway Kitchens with their chefs to create the products in the new line to **“Bring Home a Real Taste of Mexico.”** Marcela is the host of a popular TV cooking show and author of two top-selling Mexican cookbooks. Please review the Product Information Sheet and share the information about Marcela and the new products in her line.

#### Check-in

- Upon arrival at the store, locate the Store Manager and Meat Department Manager to inform him/her that you are in the store to conduct the Marcela Valladolid sampling.
- **Request assistance from the Meat Department Manager for product from back stock as you want to have ample on store shelf for sell through.**
- **Request assistance from the Store Manager/Back Door Receiver for the sample Marcela Valladolid Tortilla sample/table display product from back stock as you want to have ample on in-store shelf for sell through. There may be a temporary Marcela Valladolid Tortilla display on the floor, DO NOT MOVE it as it is fragile, you may refer shoppers to pick up extra product from that location.**

#### Bring Sign Holder Previously Received

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 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 the Plastic Sign Holder in a safe place as they will be needed for upcoming samplings.



## Table Set Up and Featured Marcela Valladolid Products

- Insert & Sign Holder
- Table Runner

As table space allows, feature the following tortillas and promote Special introductory pricing:

- **Marcela V. Corn Tortillas – 6-inch, 30 ct.**, UPC#79893-00305, **10 /\$10** (vs. \$1.79)
- **Marcela V. Flour Tortillas - 8-inch, 10 ct.**, UPC#79893-00300, **\$1.99** (vs. \$2.39)

## Key Selling Points:

- **Introduce Marcela Valladolid Tortillas & Ready-to- Cook products** . Quick & easy to prepare for family and friends.
- **Promote Marcela Valladolid products to “Bring Home a Real Taste of Mexico.”** Review Product Information Sheet and share information with shoppers.

## ROWSAP

Please remember you will NOT be purchasing Marcela Valladolid sampling products and those products used as supply, these will be credited back to the store internally via ROWSAP. **Be sure to read special note on page 8 before completing your Safeway Product Usage Form. Should store personnel have questions regarding ROWSAP, show attached Inter-office Communication.**

Thanks!  
The Safeway Sampling Team



# Event Instructions

**2230394 - CB-Marcela V. Tortilla & Meats - MU/IF**



Please refer to the event time that was given by your scheduler.

## FEATURED PRODUCT(S)

PRODUCT	UPC CODE	RETAILER CODE	# UNITS TO BUY	SUGGESTED SAMPLE	DISTRIBUTION GOAL	SAMPLES OBTAINED VIA
<b>Marcela Valladolid Meats – Adobo Chicken (24 oz.)</b>	79893-00325	88300268	N/A	4-5 pieces	200	ROWSAP – 4 units
<b>Marcela Valladolid Tortillas - White Corn 30 ct. (25 oz.)</b>	79893-00305	29850208	N/A	1/4 wedge	200	ROWSAP – 2 units
<b>S</b> Handi Foil Loaf Pan - 2 lb. (3 ct.)	52092-20316	74100126	N/A	Supply Only		ROWSAP – 1 unit
<b>U</b> Pantry Essential Napkins (200 ct.)	21130-26519	30030039	N/A			ROWSAP – 1 unit
<b>P</b> Safeway Cooking Spray - Canola (6 oz.)	21130-51256	15250035	N/A	Supply Only		ROWSAP – 1 unit
<b>L</b> Safeway Disinfecting Wipes - Lemon Fresh (35ct.)	21130-44057	73100101	N/A	Supply Only		ROWSAP – 1 unit
<b>E</b> Safeway Food Storage Double Zipper Bags - Gallon (20 ct.)	21130-27034	74401035	N/A	Supply Only		ROWSAP – 1 unit
<b>S</b> Safeway Heavy Duty Foil (50 sq. ft.)	21130-27225	74400162	N/A	Supply Only		ROWSAP – 1 unit
Safeway Ice (10 lb.)	21130-08910;4-4 0010-04201;4-40 010-00901	40100003	N/A	Supply Only		Obtain from Specialty Dept or via ROWSAP if needed

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SUBSTITUTE PRODUCT	UPC CODE	RETAILER CODE
<b>Marcela Valladolid Meats – Chicken Pollo Asado (24 oz.)</b>	79893-00322	88300264
<b>Marcela Valladolid Tortillas - White Corn 18 ct. (16 oz.)</b>	79893-00300	29850211

## PRODUCT FEATURES AND BENEFITS/SELLING POINTS

*Actively engage consumers as they walk by and convey the following features and benefits for each product.*

Product Name	Product Features Benefits / Selling Points
<b>Marcela Valladolid Meats</b>	<ul style="list-style-type: none"> <li>• <b>Marcela Valladolid Meats - featuring Adobo Chicken</b></li> <li>• <b>6 Ready-to-Cook meat flavors - Arrachera Beef Flank Steak, Carne Asada, Ancho Chipotle Chicken, Al Pastor Pork, Pollo Asado (Confirm store availability before promoting.)</b></li> <li>• <b>Keep refrigerated.</b></li> <li>• <b>Available in the Meat Department</b></li> </ul>
<b>Marcela Valladolid Tortillas</b>	<ul style="list-style-type: none"> <li>• <b>Introducing Marcela Valladolid Flour and Corn Tortillas - featuring White Corn Tortillas. Limited Time Introductory Pricing.</b></li> <li>• <b>White Corn Tortilla 30 ct. - 10 for \$10(regular \$1.79)</b></li> <li>• <b>Other flavors: White Corn Tortilla 18 ct. - 10 for \$10 (regular \$1.29); Flour Tortilla 10 ct. - \$1.99 (regular \$2.39); Flour Tortilla - Burrito size 8 ct. - \$2.59 (regular \$3.19). (Confirm store availability before promoting.)</b></li> </ul>

## KIT CONTENTS

♦ 250 2 oz Souffle Cups	♦ 2 Gloves (3 Pair)	♦ 1 Paperwork (version noted on manifest)	♦ 1 PromoReport Form
♦ 250 Sporks	♦ 1 Training Manual		♦ 1 Color Copy Insert

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## KIT CONTENTS Continued

- |   |                                |                                |                                    |
|---|--------------------------------|--------------------------------|------------------------------------|
| ♦ 2 Disposable Cutting Board for cutting raw meat | ♦ 1 Safeway Product Usage Form | ♦ 1 Table Runner (PW to print) | ♦ 1 thermometer pocket with Sheath |
|---|--------------------------------|--------------------------------|------------------------------------|

## SHOPPING LIST

Substitute products on page 2 are PRE-APPROVED. Also, if the store does not have the exact supply items marked with an asterisk (\*), you are PRE-APPROVED to purchase a comparable store brand or generic alternative. These substitutions do not need to be approved by the Engagement Specialist Hotline.

- |   |   |  |   |
|---|---|--|---|
| ♦ ROWSAP - 1 Box of <b>Safeway Heavy Duty Foil*</b>                   | ♦ ROWSAP - 1 package of <b>Pantry Essential Napkins*</b>                      | ♦ ROWSAP - 1 unit of <b>Handi Foil Loaf Pan - 2 lb. size*</b>                            | ♦ ROWSAP - 1 unit of <b>Safeway Cooking Spray – Canola*</b>                   |
| ♦ ROWSAP - 1 unit of <b>Safeway Disinfecting Wipes - Lemon Fresh*</b> | ♦ ROWSAP - 1 unit of <b>Safeway Food Storage Double Zipper Bags – Gallon*</b> | ♦ Obtain <b>Ice</b> from Specialty Dept or if needed, via ROWSAP - 1 unit of Safeway Ice | ♦ ROWSAP - 2 units of <b>Marcela Valladolid Tortillas - White Corn 30 ct.</b> |
| ♦ ROWSAP - 4 units of <b>Marcela Valladolid Meats - Adobo Chicken</b> |   |  |   |

Sample product and supplies will be credited back to the store internally via ROWSAP. Please complete the Product Usage Form. Should store personnel have questions regarding ROWSAP, show the attached Inter-office Communication.

## WHAT TO WEAR

Please comply with Retailer/Agency approved, standard uniform unless otherwise noted in the Special Instructions in this Manual.

## WHAT TO BRING

### Bring the following items to your event:

Apron, Cooler, **Cutting Board** (not wood) to cut tortillas, Demo Kit, Demo Table, Extension Cord, Hot Pads, Knife, Paper Towels, Pen, PromoReport Form, Spatula, Table Cloth, Training Manual, **Plastic Sign Holder**; Meat Thermometer

- Pizza Cutter or Knife to cut tortillas
- Serving Tray
- Cover for Skillet
- Tongs for handling raw meat
- Knife for cutting raw meat
- Fork for cutting raw meat
- Serving spoon, Any Agency Provided Signage, and Waste Basket

### Required Appliance:

Electric Skillet with cover

Examine appliances to make certain all electrical and extension cords are in good repair and appliance is cleaned and sanitized.

## SPECIAL INSTRUCTIONS

*A successful event is engaging and educating shoppers through sampling/demonstrating the featured product(s) resulting in the purchase of the product today and in the future.*

### PLEASE NOTE:

- You have been selected to be part of the **Marcela Valladolid** (pronounced VAYA doh leed) national rollout at Safeway stores.
- **You will NOT be purchasing** the Marcela Valladolid sample products and Safeway supply products, these will be credited back to the store internally via ROWSAP.
- You will need to be sure to complete **Safeway Product Usage Form with specific Marcela Valladolid/Safeway supply products** used for sampling. You will need to record the items you used in preparing the recipe on the PromoReport® Form and only selected products on the Safeway Product Usage Form (**see specific instructions on page 8**).
- Should store personnel have questions regarding ROWSAP, show attached Inter-office Communication.

### PREPARE:

- Be sure that you have read your training manual before executing today's sampling.

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## SPECIAL INSTRUCTIONS Continued

- Be sure to bring your kit, paperwork and wear your approved attire.
- Be sure to bring your Electric Skillet with cover and utensils for your samples.
- Arrive promptly at your start time to set up

### SET UP:

- Upon arrival at the store, locate the Store Manager and Meat Department Manager to inform him/her that you are in the store to conduct the Marcela Valladolid sampling.
- **Request assistance from Meat Department Manager for the sample Marcela Valladolid product from back stock as you want to have ample on store shelf for sell through.**
- **Request assistance from Store Manager/Back Door Receiver for the sample Marcela Valladolid Tortilla sample product from back stock as you want to have ample on in-store display for sell through. There may be a temporary Marcela Valladolid Tortilla display on the floor, DO NOT MOVE it as it is fragile, you may refer shoppers to pick up extra product from that location.**
- Obtain ice from specialty department or via ROWSAP if necessary.
- Place ice in your cooler.
- **To start your sampling, select the following Marcela/Safeway products:**
  - 2 packages of Marcela Valladolid Adobo Chicken
  - 1 –30 ct. package of Marcela Valladolid White Corn Tortillas
  - 1 – 6 oz. Safeway Canola Cooking Spray
  - 1 – 3 ct. Handi Foil Loaf Pan
  - 1 – 20 ct. Safeway Double Zipper Food Storage Gallon Bags
  - 1 – 50 sq. ft. Safeway Heavy Duty Foil
  - 1 - 200 ct. Pantry Essentials Napkins
  - 1 – 35 ct. container of Safeway Disinfecting Lemon Fresh Wipes
- **For the remainder of the sampling, you may use the following quantities:**
  - 2 packages of Marcela Valladolid Adobo Chicken
  - 1 –30 ct. package of Marcela Valladolid White Corn Tortillas
- Place Marcela Valladolid Adobo Chicken in cooler
- Set up your table in the Meat Department near the Marcela Valladolid products.
- Place your tablecloth on your table.

## SPECIAL INSTRUCTIONS Continued

### CREATE A DISPLAY:

- Place your Color Copy Insert into your plastic Sign Holder and place on one side of your table. Display at front of table if sign holder is not available.
- Display several packages of the Marcela Valladolid Tortillas on opposite side of table
- Place serving tray center table.
- Place your skillet and cutting board and knife towards the back of the table
- Always take a look from the customer's point of view so that all products and sign holder can be seen and table looks full and neat.
- Keep area neat, clean and make sure that trash never overflows.

## EVENT INSTRUCTIONS

### SAMPLE PREPARATION / EVENT TIPS

#### To prepare the Marcela Valladolid Adobo Chicken:

- **Because you will be handling raw meat, you will need to take special care to keep raw meat utensils and surfaces separate from cooked meat utensils and surfaces as well as changing gloves handling raw meat and cooked meat.**
- You will be pre-cutting 2 packages of the Marcela Valladolid Adobo Chicken to ease in continuous cooking for the first half of your sampling. Once you return from your break - depending on your remaining time and store traffic, you may cut up to 2 more packages of Adobo Chicken.
- On your disposable cutting board, open one package of the Marcela Valladolid Adobo Chicken and cut each thigh into 13-14 same size pieces so they will cook evenly. Store cut pieces from each package in a separate Zipper Food Storage Bag and place in cooler. Discard Gloves and disposable Cutting Board, clean knife and put away, as well as washing hands after handling raw meat.
- Completely line your electric skillet with foil for easy clean up. Repeat each time you cook a new batch.
- Turn on electric skillet to medium high heat and lightly spray with cooking spray.
- Open one bag of the pre-cut pieces and place in skillet.
- Cook on medium-high until cooked through and when thermometer in the thickest piece reads 165°.
- Once meat is thoroughly cooked, spoon into Handi-foil loaf pan and cover with foil.
- Turn down skillet to low. Carefully remove foil to avoid hot juices and discard.
- Place filled covered Handi-foil loaf pan on one side of skillet to keep chicken warm.

#### To prepare Marcela Valladolid White Corn Tortillas:

- On your Cutting Board, use your pizza cutter or knife to cut a small stack of tortilla into 4 wedges. Pre-cutting will help you to continuously heat and serve. Be sure to place cut tortilla wedges back in tortilla bag so they do not dry out.
- Spray skillet with Safeway Cooking Spray, once heated, place 4 tortilla wedges in skillet to warm, flipping once side is warm. Repeat.

#### To serve Marcela Valladolid Adobo Chicken and White Corn Tortillas:

- Place warm tortilla wedge into souffle cup and add 4-5 pieces of cooked chicken on top of tortilla wedge.
- Place on serving tray.
- Offer sample with spork and napkin making sure to name the meat flavor you are sampling.

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## SAMPLE PREPARATION / EVENT TIPS Continued

- Be sure to remind consumers that samples are hot.
  - If traffic is slow, limit number of served samples on serving tray so samples remain warm.
  - Engage consumer with Conversation Starters and Product Features and Benefits:
    - \* "Today we're introducing the NEW Marcela Valladolid (pronounced VAYA doh leed) line at Safeway (store name)."
    - \* "Marcela's line includes 6 different ready-to-cook meats, corn and flour tortillas, bold and flavorful salty snacks."
- MAKE SURE to check meat varieties are AVAILABLE IN THE STORE BEFORE PROMOTING.**
- **Close the Sale**
    - "Bring Home A Real Taste of Mexico."
    - "Enjoy a quick, easy and flavorful dinner with Marcela Valladolid Ready-To-Cook Meats and Tortillas!"
  - Know product location and price point.
  - Discard any samples which are cold or dried out.
  - Return any unsold tortilla display product to store shelf or original location.
  - You will need to record the items you used in preparing the recipe on the PromoReport® Form and only selected products on the Safeway Product Usage Form (**see specific instructions on page 8**). When you complete the 3-part Safeway Consumer Brands Sampling Product Usage Report Form (certain ROWSAP items only) make 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.

## PRIOR TO EVENT

- Read and understand all the information in this packet.
- Review your kit contents for accuracy.
- Conduct your pre-call to the store **24 hours** before your event and verify with the receiving clerk that the product would be available the day of the event. If you receive a negative response contact your agency scheduler/Project Staffing Coordinator to reschedule the event.
- If event requires a debit card / gift card purchase, please activate your debit card the day before your event.

## EXECUTING THE EVENT

- Check in with the retailer required manager (e.g. Customer Service Manager/Store or Department Manager) describing your event and ask to set up in a high traffic area near your product.
- Verify there is adequate inventory of the product(s) involved in your project. Contact your agency with any product concerns.
- Look for a secondary display of **Marcela Valladolid Meats**. If located, please set up your table near this display, with manager approval.
- If Extension Cord is in the Customer Traffic area, tape cords to the floor to prevent tripping.

## POST EVENT

- Clean up, breakdown your table and leave your area as you found it.
- Discard any manuals or POS material in a trash or recycling (if available and appropriate) receptacle and destroy any remaining coupons or leave with a Store Manager (pending the retailer requirements).
- Do not leave the store with coupons or sample product.** Store Management may check your cooler/box/cart before you leave the store.
- Complete PromoReports Form and obtain a store stamp and a manager's signature.
- Complete **Safeway Product Usage Form**. Due to limited spaces on form, you will only need to report the following items quantities listed below. *If there were "0" (zero) quantities used, then you do not have to write in that item.*
  - Marcela Valladolid Adobo Chicken**, UPC# 79893-00325
  - Marcela Valladolid Meat – Chicken Pollo Asado – substitute ONLY**, UPC#79893-00322
  - Marcela Valladolid Tortillas – White Corn 30 ct.**, UPC#79893-00305
  - Marcela Valladolid Tortillas – White Corn 18 ct. – substitute ONLY**, UPC#79893-00300
- Enter your event results once you have completed your event. Follow the instructions on your PromoReports Form for call in or on-line entry. Enter "0" (zero) for items or substitute items that you did not use.
- Mail your paperwork immediately after reporting your results. You will be mailing the following:
  - ◆ Original event PromoReports Form
  - ◆ Safeway Consumer Brands Sampling Product Usage Report Form – leave white copy with store, send in remaining copies
  - ◆ Original time invoice (must have original signature)
  - ◆ Make copies of your receipt on an 8 1/2 by 11 piece of paper and submit the entire page with your paperwork. Retain the original for your records.



**IMPORTANT**

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## POST EVENT Continued

**NOTE:**

Please follow standard safety and health procedures when conducting your event. 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. **If your kit contains documents regarding allergy warnings this must be displayed.**

**PROJECT SPECIFIC 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.

**Please recycle your consumer engagement materials when possible.**



# BRING HOME A REAL TASTE OF MEXICO

## Introducing Marcela

Growing up in Mexico, accomplished chef, cookbook author and Food Network host Marcela Valladolid (pronounced VAYA doh leed) learned what real Mexican food is.

Marcela is on a mission to make it easier to experience the delicious flavors of Mexico—both for those who want to stay connected to their heritage and for those who are interested in learning about and preparing authentic Mexican foods.

## Launching the Marcela Valladolid Line

As part of the Marcela Valladolid (pronounced VAYA doh leed) national rollout, there are 6 different ready-to-cook meats, corn and flour tortillas, bold and flavorful salty snacks to “Bring Home a Real Taste of Mexico.”

## Six Ready-to-Cook Meats



### Adobo Chicken—

Boneless, skinless chicken thighs flavor seasoned with citrus, garlic, guajillo chile & a hint of coffee.

**Tips** —Enjoy as a main dish or add to a cheese quesadilla for a filling meal.

Garnish with sliced avocado and a drizzle of Mexican crema!



**Carne Asada** —Thinly cut pieces of skirt steak seasoned with a traditional blend of orange, garlic, onion & oregano.

**Tips** —Delicious served on a warm corn tortilla with diced avocado and fresh salsa.



### Ancho Chipotle Chicken

—Boneless, skinless chicken thighs rubbed with a bold, savory blend of ancho & chipotle.

**Tips** —Enjoy as a flavorful main dish served alongside Mexican rice and home-style pinto beans.



**Pollo Asado**—Boneless, skinless chicken thighs seasoned with a traditional blend of orange, garlic, onion & oregano

**Tips** —Delicious served on a warm corn tortilla with diced avocado and fresh salsa.



**Al Pastor Pork** —Tender pork seasoned with a blend of citrus, guajillo chile, ancho chile, onion & spices.

**Tips** —For delicious tacos al pastor dice meat and serve on a warm corn tortilla with freshly chopped onion, cilantro and a squirt of lime.



**Arrachera** —Thin cut of flank steak rubbed with a bright blend of lemon, lime, oregano rosemary theme.

**Tips** —For a real taste of Mexico serve as main dish alongside avocado slices, fresh salsa and a stack of warm corn tortillas.



## Salty Snacks



## Tortillas

