



Event Instructions

2230406 - CB-Open Nature Cracker & Dips - MU



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 |
|---|---|----------------------------|----------------|------------------|-------------------|----------------------|
| Open Nature Mediterranean Cracker - Leek & Onion (3.7 oz.) | 79893-11363 | 82340038 | N/A | 1 cracker | 126 | ROWSAP – 7 units |
| Open Nature Wafer Thins - Rosemary (5.3 oz.) | 79893-11295 | 82350146 | N/A | 1 cracker | 200 | ROWSAP – 2 units |
| Open Nature Greek Yogurt Dip - Caramelized Onion (10 oz.) | 79893-11322 | 82310110 | N/A | 1/2 tablespoon | 144 | ROWSAP – 3 units |
| Open Nature Greek Yogurt Dip - Spinach Artichoke (10 oz.) | 79893-11323 | 82310116 | N/A | 1/2 tablespoon | 144 | ROWSAP – 3 units |
| Pantry Essential Napkins (200 ct.) | 21130-26519 | 30030039 | N/A | Supply Only | | ROWSAP – 1 unit |
| Safeway Ice (10lb.) | 21130-08910;4-40010-04201;4-40010-00901 | 40010038;40100003;40010042 | N/A | Supply only | | ROWSAP – 1 unit |

| SUBSTITUTE PRODUCT | UPC CODE | RETAILER CODE | |
|---|-------------|---------------|--|
| Primary Substitute - Open Nature Flatbread - Everything (10 oz.) | 79893-11290 | 82350024 | Substitute to pair with any of the Open Nature Greek Yogurt Dips and the substitute Open Nature Chipotle Black Bean |
| Secondary Substitute - Open Nature Flatbread - Sesame (10 oz.) | 79893-11292 | 82350076 | |

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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 |
|--|--|
| <i>Open Nature Crackers, Wafer Thins, Flatbread</i> | <ul style="list-style-type: none">• <i>Open Nature Crackers, Wafer Thins, and Flatbread are a great accompaniment to Open Nature Dips!</i>• <i>Open Nature Mediterranean Cracker flavors - Leek & Onion, Feta & Oregano, Roasted Tomato & Basil</i>• <i>Open Nature Wafer Thin flavors - Rosemary, Natural, Parmesan, Cracked Black Pepper</i>• <i>Open Nature Flatbread flavors - Everything, Sesame, Rosemary & Onion, Original</i> |
| <i>Open Nature Dip</i> | <ul style="list-style-type: none">• <i>Open Nature Dips - featuring 100% natural ingredients, no artificial preservatives and no artificial colors or flavors.</i>• <i>Wide range of Open Nature Dips - Greek Yogurt, Hummus, Tzatziki, Chipotle Black Bean, Bruschetta</i>• <i>Open Nature Greek Yogurt Dip - a scrumptious blend of Greek Yogurt and sour cream, with deliciously fresh spices and ingredients resulting in a yummy flavor burst in every bite.</i>• <i>Open Nature Greek Yogurt Dip flavors - Caramelized Onion, Spinach Artichoke, Roasted Red Pepper</i> |

KIT CONTENTS

- | | | | |
|---------------------|---|----------------------|---------------------|
| ♦ 1 Gloves (3 Pair) | ♦ 1 Paperwork (version noted on manifest) | ♦ 1 PromoReport Form | ♦ 1 Training Manual |
| ♦ 1 Easel Card | ♦ 1 Safeway Product Usage Form | ♦ 200 Recipe Cards | |

SHOPPING LIST

Substitute products on page 2- 3 are PRE-APPROVED. Also, if the store does not have the exact supply items marked with an asterisk (*), you are PRE-APPROVED to use a comparable store brand or generic alternative. These substitutions do not need to be approved by the Engagement Specialist hotline. For other substitute items, please call the engagement specialist hotline 1-800-238-9199.

- ♦ 3 units of **Open Nature Greek Yogurt Dip - Caramelized Onion**
- ♦ ROWSAP - 3 units of **Open Nature Greek Yogurt Dip - Spinach Artichoke**
- ♦ ROWSAP - 1 package of **Pantry Essential Napkins***
- ♦ ROWSAP - 7 units of **Open Nature Mediterranean Cracker - Leek & Onion**
- ♦ Obtain **Ice** from Specialty Dept or if needed, via ROWSAP - 1 unit of Safeway Ice
- ♦ ROWSAP - 2 units of **Open Nature Wafer Thins - Rosemary**

Sample product 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, Demo Kit, Demo Table, Knife, Paper Towels, Pen, PromoReport Form, Table Cloth, Training Manual, - Serving Trays
- 2 spreading knives or spoons
- Tray to hold ice to display dip, Any Agency Provided Signage, and Waste Basket

Required Appliance:

None

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 will NOT be purchasing** the Open Nature sample product, ice or napkins, this will be credited back to the store internally via ROWSAP.
- Should store personnel have questions regarding ROWSAP, show attached Inter-office Communication.

Today you will be promoting Open Nature Crackers & Open Nature Wafer Thins and Open Nature Greek Yogurt Dip.

BE PREPARED:

- Be sure that you have read your training manual prior to the demo day.
- Be sure to bring your kit, paperwork and wear your approved attire
- Arrive promptly at scheduled time to begin demo set up

SET UP:

- Upon arrival at the store, locate the Store Manager and Deli Department Manager and inform him/her that you are in the store to conduct the Open Nature Crackers/Wafer Thins and Open Nature Greek Yogurt Dip demo.
- **Request assistance from Deli Department Manager for the sample Open Nature Crackers/Wafer Thins and Open Nature Greek Yogurt product from back stock as you want to have ample on store shelf for sell through.**
- Obtain ice from the specialty department or via ROWSAP if necessary.
- **Select the following ROWSAP items to start:**
 - 4 packages of Open Nature Cracker – Leek & Onion
 - 1 package of Open Nature Wafer Thins Rosemary
 - 2 containers of Open Nature Greek Yogurt Dip – Caramelized Onion
 - 2 containers of Open Nature Greek Yogurt Dip – Spinach Artichoke
- **Select the remaining ROWSAP items AS Needed throughout the day**
 - 3 package of Open Nature Cracker – Leek & Onion
 - 1 package of Open Nature Wafer Thins Rosemary
 - 1 container of Open Nature Greek Yogurt Dip – Caramelized Onion
 - 1 containers of Open Nature Greek Yogurt Dip – Spinach Artichoke

SPECIAL INSTRUCTIONS Continued

- Place Open Nature Greek Yogurt Dip in cooler with ice on top.
- **Open Nature Crackers, Wafer Thins and Flatbread are located on top of the “Walk-Around” cooler in the Deli. Check for a shipper of the Open Nature Flatbread Crackers (substitute) in the Deli Department. *Direct shopper there when you are promoting this item.***
- Set up your demo table in the Deli Department in a highly visible location

CREATE A TABLE DISPLAY:

- Display your **Easel Sign** mid-table so that shoppers can easily see it without any obstructions.
- **The Safeway Culinary Chef has made the recommended pairings for the sampling:**
Open Nature Leek & Onion Cracker with Open Nature Greek Yogurt Caramelized Onion Dip
Open Nature Rosemary Wafer Thins with Open Nature Greek Yogurt Spinach Artichoke Dip
- **Create a display of packages of each of the featured Open Nature Leek & Onion Crackers and the Open Nature Wafer Thins on opposite sides of the table. You will place your samples front center of your table.**
- Place your **Recipe Cards** toward the front corner of your demo table
- On one side of the table, **place tray to hold ice to display featured Open Nature Greek Yogurt** for consumer reference and sell through. If this is not possible, once you have finished each flavor container, you may **display the lid** – just make sure it looks clean - next to the sample.
- Keep area neat, clean and make sure that trash never overflows.

EVENT INSTRUCTIONS

SAMPLE PREPARATION / EVENT TIPS

TO SERVE:

- Neatly open one container of each flavor of Open Nature Crackers/Wafer Thins to minimize exposure to air to prevent crackers from softening
- To prepare your Open Nature samples, open Open Nature Greek Yogurt Dip and stir to thoroughly mix contents. ***Wait to place Greek Yogurt on cracker to avoid softening cracker.*** Once consumer approaches, ask them which Pairing they would like to try. Spread ½ tablespoon on cracker/wafer thin. **When using Flatbread as substitute, serve ½ cracker sample sizes.**
- Offer sample with napkin **making sure to name the Cracker/Wafer Thin and Greek Yogurt Dip** they are tasting.

ENGAGE consumer with Conversational Starters and Product Features and Benefits on page 2 as well as:

- “Today we’re sampling pairings recommended by Safeway’s Culinary Kitchen. Please try a taste!”
- “These pairings would be great to serve at your next party or gathering or even a treat for yourself to enjoy!”

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SAMPLE PREPARATION / EVENT TIPS Continued

- “Open Nature Crackers and Dips make great pairings but also make great ingredients for recipes. Please enjoy these Safeway Culinary Kitchen developed recipes – Rosemary-crusted Chicken Biscuit Sandwich and Greek Yogurt “Mac and Cheese.” Offer recipe card.
- Be sure to point to locations for Open Nature Cracker/Wafer Thins and Greek Yogurt Dip if you are in the Deli or if you are not in the Deli, tell them to find the products in the Deli.
- “Check out the Deli section for the complete line of Open Nature Crackers and Dips.”

CLOSE THE SALE:

- "Entertain with ease with Open Nature Crackers/Wafer Thins/Flatbread and Dips!"
- “Remember to buy Open Nature Crackers/Wafer Thins/Flatbread and Dips for your next gathering or party.”
- “Open Nature Crackers and Dips make great pairings but also make great ingredients for recipes.” Offer recipe card.
- Know product location and price point.
- Discard any soft crackers/warm or dried out dip samples.
- Upon completion of sampling, return display product to store shelf.
- Complete 3-part **Safeway Consumer Brands 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:

Open Nature Crackers/Wafer Thins – Deli Department
Open Nature Greek Yogurt Dip – Deli Department

Nutritional Information

Check Nutritional Information on Product Label

Open Nature Flatbread Substitutes (use only after store personnel has checked back stock)

- Neatly break cracker in half and place each piece on a napkin adjacent to same flavored Flatbread container.
- A shipper with the Open Nature Flatbread substitutes - Everything or Sesame may be set up in the Deli department – refer shoppers to location.

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 and, if applicable, report beginning inventory on your PromoReports Form. Contact your agency with any product concerns.
- Look for a secondary display of **Open Nature Crackers/Wafer Thins/Flatbread, Open Nature Dip**. 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.** Enter "0" (zero) for items or substitute items that you did not use.

POST EVENT Continued

- Enter your event results once you have completed your event. Follow the instructions on your PromoReports Form for call in or on-line entry.
- Mail your paperwork immediately after reporting your results. You will be mailing the following:
 - ◆ Original event PromoReports Form
 - ◆ Safeway Product Usage Form – leave white copy with store, sending 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.

NOTE:

Please follow standard safety/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.