

# Mountain High Yoghurt and Nature Valley Granola Program #2230516

## Mountain High Yoghurt:

- Cultured in the cup for a unique taste and smooth and creamy texture.
- No artificial sweeteners, flavors, colors, starches or preservative
- This versatile yoghurt can be used for cooking, making smoothies, or as a replacement for butter, oil and sour cream in recipes.
- Billions of live and active cultures
- rBST- free, no artificial growth hormones
- Kosher certified

## Nature Valley Granola:

- Delicious blend of organic honey-coated whole oats and crisp rice.
- A great way to add extra protein to your day!



## The Sampled Products:

• **Mountain High® Yoghurt Lowfat Vanilla – UPC: 7527000194**

## Event day:

- Arrive early to set-up your demonstration in a high traffic area near one of the featured product locations.
- Know where the featured products are located in the store and the current selling prices so you can communicate to consumers.
- Follow the Preparation Instructions in this manual to prepare samples of the featured product(s).
- Distribute samples and recite selling points as consumers approach your table. Encourage all consumers to purchase each of the featured products to take home today!
- Recommendation: Take one 15 minute break during your event. Remember to place the break sign on your table
- Do not leave for break if there are consumers waiting for a sample.

## What's in your kit:

- Break Sign
- Event Manual
- Gloves – 6
- Allergen Tent – 1
- Easel Card - 1
- MH Coupons – 250
- Soufflé Cups – 250
- Spoons – 250
- Table Runner – 1
- Recipe Cards - 100

## What to Bring:

- Demo Table & Kit
- Voucher Check/debit card
- Trash bag & can
- Pen to complete paperwork
- Apron
- Cleaning Supplies (Paper Towels, etc)
- Serving spoon
- Cooler
- Hair net

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## What to Buy:

Product Name	UPC	# Units to Buy	# of Samples per Unit	Est. Unit Price	Total Budget Allotted
Mountain High® Yoghurt Lowfat Vanilla	7527000194	5 tubs	50 samples	\$3.39	\$16.95
Nature Valley® Oats 'n Honey Granola	016000437791	3 bags	84 samples	\$4.50	\$13.50
Small bag of Ice	Store Brand	1 bag	n/a	\$2.00	\$2.00

**Do not exceed \$35.00 (tax included)**

## How to prepare your samples:

Wear gloves at all times! Recite selling points as consumers approach demo table.

### Mountain High Yoghurt:

Step 1: Place Yoghurt in a cooler with ice to keep cold during your event.

Step 2: Fill soufflé cup 1/4<sup>th</sup> full with yogurt that is being sampled.

Step 3: Using a plastic spoon, serve one spoon full of granola over yoghurt in the soufflé cup.

Step 4: Ask consumers if they would like to try a sample. Serve yoghurt topped with granola to consumers with spoons while reciting selling points.

\* Discard any samples left out longer than 10 minutes.

\* Encourage consumers to take a coupon and purchase some today!

### Allergens Include:

Contains Milk and Wheat Ingredients.

### **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.
- Destroy any remaining coupons at the end of the day.
- 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.**

## Back up plan/Out of stock:

If the featured Mountain High Yoghurt products are low or out of stock, please purchase an equal amount of Mountain High® Yoghurt Original Vanilla (upc: 7527000161) or Mountain High® Yoghurt Original Plain (upc: 7527000160). If supporting Nature Valley® Oats 'n Honey Granola is out of stock purchase Nature Valley® Oats 'n Dark Chocolate Granola (upc:016000437784) If all of the products are out of stock, stay and hand out coupons and promote featured products by intercepting consumers and reciting selling points. If, during the course of your event, you hand out all your samples, continue to stay and promote the products as indicated above.

## Leftover product/samples/POS:

Unless otherwise instructed, please dispose of all demonstration items and point-of-sale materials. Do not take items home with you. It is unlawful to resell sample product or any items used during your event day.

**Your honesty in the program execution is greatly valued and appreciated.**

## Product Safety Information

To: Retail Sampler

Subject: Specific Safety Information for the **Mountain High Yoghurt and Nature Valley Granola** 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.**