

Spk Popcorn & Cracker Chips w/refreshe Water VONS

Project #777423

What to Purchase:

Product	UPC	# Units to Purchase
Special K Cracker Chips - Honey BBQ	0-38000-59952-1	4
Special K Popcorn Chips - Kettle Corn Sweet & Salty	0-38000-59947-7	4
Do not exceed \$33.77 (including tax)		

Distribution Goals:

- 200 Special K Cracker Chips - Honey BBQ samples per day
- 192 Special K Popcorn Chips - Kettle Corn Sweet & Salty samples per day
- 150 Special K coupons per day
- 60 refreshe Fruit Essence Water - Lemon samples per day
- 60 refreshe Fruit Essence Water - Lime samples per day
- 60 refreshe Fruit Essence Water - Mixed Berry samples per day
- 60 refreshe Fruit Essence Water - Pomegranate samples per day

Request assistance from the Grocery Department Manager to obtain the refreshe electrolyte Fruit Essence Water product listed in the chart below. This product will be credited back to the store internally via ROWSAP.

refreshe electrolyte Fruit Essence Water	UPC	# Units to Pull
Lemon	21130-24207	3 bottles
Lime	21130-24208	3 bottles
Mixed Berry	21130-24209	3 bottles
Pomegranate	21130-24210	3 bottles

Kit Contents:

- 250 3.5oz Drinking Cups
- 400 Napkins
- 3 Pairs of Gloves
- 1 Easel Card (11" x 14")
- 1 Table Runner
- 1 refreshe Color Copy Insert
- 1 PromoReports® Form
- 1 Training Manual
- 1 Promo LearningCenter®
- 1 Safeway Product Usage Form
- 150 Special K Coupons

IMPORTANT:

You will notice that the Table Runner and Easel Card reflect the Chili Lime flavor of Special K Cracker Chips. Unfortunately, the Chili Lime flavor will not be in distribution during the execution of this demo, however if a consumer asks about this product, please let them know that they can expect the Chili Lime flavor to reach stores in late November.



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 (brought from home)
- Agency approved hair restraint

The following Pre-Demo Checklist 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 the event.
- Call in to your PromoLearningCenter® (if applicable).
- Ensure you bring the following items to your demo: Entire kit contents, demo table, tablecloth, sign holder, cooler, bowl to hold ice to chill refreshe sample product on your table, pen (to complete paperwork), paperwork, apron, tape, small trash can or bag, allergen & ingredient sheet.

Sample Instructions

Please note: You will NOT be purchasing the refreshe electrolyte Fruit Essence water or ice. This will be credited back to the store internally via ROWSAP. Should store personnel have questions regarding ROWSAP, show attached Inter office Communication. This information applies ONLY to store personnel.

Arrive on time for your demo! Please set up your table as shown on the first page of this manual.

Special K Popcorn Chips & Special K Cracker Chips

1. Purchase (2) boxes of Special K Cracker Chips - Honey BBQ and (2) boxes of Special K Popcorn Chips - Kettle Corn Sweet & Salty using the debit card that you received in your kit. You will purchase the remaining boxes halfway through your event, if needed.
2. Open up a box of Special K Cracker Chips - Honey BBQ. Place two chips on a napkin and set neatly on your table.
3. Open up a box of Special K Popcorn Chips - Kettle Corn Sweet & Salty. Place two chips on a napkin and set neatly on your table.
4. Actively engage approaching consumers and offer them a sample along with a money-saving coupon. Use enthusiasm to recite the product features and benefits and to get the consumers excited about the product you are promoting. Replenish as needed.

refreshe electrolyte Fruit Essence Water

1. Request assistance from the Grocery Department Manager to obtain the refreshe electrolyte Fruit Essence Water product listed on page 1, as well as 1 bag of Safeway ice (UPC: 21130-08910, 4-40010-04201, or 4-40010-00901). This product and the Safeway ice will be credited back to the store internally via ROWSAP.
2. Immediately chill refreshe electrolyte Fruit Essence product with ice.
3. Pour about 2oz into your sample drinking cups and place in front of the same flavor bottle on your table. *Limit the amount of samples poured when traffic is slow as it is best to sample chilled.*
4. Actively engage approaching consumers and offer them a sample. Use enthusiasm to recite the product features and benefits and to get the consumers excited about the product you are promoting. Replenish as needed.

Make the sale!

Features & Benefits

refreshe electrolyte Fruit Essence Water

Special K Cracker Chips - Honey BBQ

- Satisfy your salty snack cravings with Special K Honey BBQ Cracker Chips
- Light & crispy texture, with a perfect balance of sweetness from honey and tang from barbecue sauce
- Each serving of 27 chips is 110 calories



- Brand NEW to Safeway!
- Naturally flavored, 0 Calories, unsweetened, with added electrolytes
- 4 flavors: Lemon, Lime, Mixed Berry and Pomegranate
- Available in sleek 1-liter bottle
- Found in the water aisle
- refreshe line provides great taste at a great value - including shelf stable beverages such as carbonated sodas, mixers, waters, coconut waters and teas



Special K® Popcorn Chips - Kettle Corn Sweet & Salty

- Now Gluten free!
- 28 chips for 120 calories
- Crunchy chips that satisfy your sweet & salty snack craving



Post Event:

- Return product from table display to the shelf.
- Destroy any remaining coupons at the end of your event.
- Fill out your 3-part Safeway Consumer Brands Sampling Product Usage Report Form (ROWSAP) for refreshe Fruit Essence Water and Ice 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.
- 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 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.
- **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. 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.



Please recycle your consumer engagement materials when possible.



Special K Cracker Chips - Honey BBQ



Ingredients: Potatoes, Potato Starch, Brown Rice Flour, Canola and/or Soybean Oil with TBHQ for freshness, Whole Grain Yellow Corn Meal, Oat Fiber, Fructose, contains two percent or less of Sugar, Salt, Brown Sugar (Sugar, Molasses), Monoglycerides, Chili Pepper, Onion Powder, Yeast Extract, Malted Barley Flour, Molasses, Maltodextrin, Whole Wheat Flour, Soy Flour, Citric Acid, Natural Flavor, Whey, Garlic Powder, Wheat Starch, Disodium Inosinate, Disodium Guanylate, Honey, Paprika Extract for color.

Special K Popcorn Chips - Sweet & Salty



Ingredients: Milled Corn, Canola Oil with TBHQ for freshness, Sugar, contains two percent or less of Sea Salt, Corn Germ, Whey.