



# Event Instructions



## 2240223 - Safeway Premium Sampling - Meal Solutions Wk1

### DEMO TIMES:

Thursday Event: 3:00-7:00pm

Saturday Event: 11:00-5:00pm

### FEATURED PRODUCT(S)

PRODUCT	UPC CODE	RETAILER CODE	# UNITS TO BUY	SUGGESTED SAMPLE	DISTRIBUTION GOAL	SAMPLES OBTAINED VIA
Swanson Chicken Broth (14.5oz)	51000 02431	25250006	N/A	see recipe	250	Pull Product from Shelf or Backroom
C&W VEG STND COMBO ULT STIR FRY (14oz)	70332 00279	47010318	N/A	see recipe	250	Pull Product from Shelf or Backroom
Open Nature Chicken Tenders (6 lbs.)	2 00854 00000	88300192	N/A	see recipe	250	Pull Product from Shelf or Backroom
Safeway Corn Starch (16oz)	21130 52215	13450006	N/A	see recipe	250	Pull Product from Shelf or Backroom
Safeway Soy Sauce (10fz)	21130 00840	27051185	N/A	see recipe	250	Pull Product from Shelf or Backroom
Smuckers Orange Marmalade (18 oz)	51500 00679	4050053	N/A	see recipe	250	Pull Product from Shelf or Backroom
Safeway Veg Cooking Oil Spray (6oz)	21130 51257	15250031	N/A	see recipe	250	Pull Product from Shelf or Backroom
**Dish Soap	--	--	N/A	1	0	Pull Product from Shelf
**Disinfecting wipes	--	--	N/A	1	0	Pull Product from Shelf

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**Plastic bags (gallon)	--	--	N/A	1	0	Pull Product from Shelf
**Plastic wrap	--	--	N/A	1	0	Pull Product from Shelf
**Safeway tin foil	--	--	N/A	1	0	Pull Product from Shelf
**small trash bags	--	--	N/A	1	0	Pull Product from Shelf

**\*\*LEAVE ALL STARRED ITEMS IN BACKROOM IN TOTE FOR DEMO USEAGE**

MAKE SURE TO ASK MANAGER FOR THE ABOVE PRODUCTS IF YOU CANNOT FIND ON THE SHELF.

**\*If the store does not have the exact supply items above, you are PRE APPROVED to use a comparable store brand or generic alternative. This does not need to be approved by the Engagement Specialist hotline.**

## FEATURED PRODUCTS

**Product Name**

***Swanson***

***Open Nature Chicken***

***Smuckers***

## KIT CONTENTS

### DEMO SPECIFIC:

- ◆ 250 2 oz Souffle Cups
- ◆ 1 Debit Card
- ◆ 250 Forks
- ◆ 1 Gloves (3 Pair)
- ◆ 250 Napkins
- ◆ 1 Paperwork (version noted on manifest)
- ◆ 1 PromoReport Form
- ◆ 1 Training Manual
- ◆ 150 Recipe Cards

### DEMO ITEMS TO BE LEFT IN BACKROOM IN TOTE TO BE USED FOR ALL MEAL SOLUTION DEOMS (LEAVE AT STORE; DO NOT TAKE THESE ITEMS HOME):

- ◆ 1 black serving tray 14inch
- ◆ 1 can opener
- ◆ 1 Cutting Board
- ◆ 1 Easel Card
- ◆ 1 extension cord
- ◆ 1 fork
- ◆ 1 gloves pack
- ◆ 2 knife

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- ◆ 1 large bowl
- ◆ 2 large spoon
- ◆ 1 large tote
- ◆ 1 measuring cups
- ◆ 1 meat thermometer
- ◆ 1 medium bowl
- ◆ 1 scissors
- ◆ 1 spatula
- ◆ 1 timer
- ◆ 1 tongs

## SHOPPING LIST

Purchase either a banana or a water bottle.

**Do not exceed \$1.00 (including tax).**

**All sample products can be pulled from the shelf or the back room. Please tally all products on BOTH of the attached Product Usage Sheets.**

## WHAT TO WEAR

Please comply with PromoWorks 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, Hot Pads, Paper Towels, Pen, PromoReport Form, Training Manual, Any Agency Provided Signage, and Waste Basket

**Required Appliance (THIS IS AT STORE IN BACKROOM):**

Electric Skillet

\*\*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.*

**The following items needed for your event at store in backroom TOTE:**

Table/Table front, Header, Medium Bowl to mix ingredients, Spoon to Mix, Knife to cut chicken, Cutting Board, timer, measuring cups, spatula, can opener, extension cord, meat thermometer, serving tray, project specific easel card

## SET UP

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Upon arrival, set-up table with header and merchandise unit beside the table displaying all featured items that do not need to be refrigerated.

Display recipe cards and easel cards neatly on table along with featured products.

Know the location of all featured items to direct customers.

Obtain ice from the deli/meat department.

Keep items that need to be chilled in the cooler.

Tally all items used during demo on product usage sheet.

Follow Recipe.

## EVENT INSTRUCTIONS

### 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 supervisor to possibly 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. Get needed items out of tote.**
- Verify there is adequate inventory of the product(s) involved in your project and, if applicable, report beginning inventory on your PromoReports Form.
- Look for a secondary display of **Open Nature Chicken, Smuckers, Swanson**. 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).

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- 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.
- Verify the ending inventory of the product(s) sampled and, if applicable, please report this number on your PromoReports Form.
- Enter your event results once you have completed your event. Follow the instructions on your PromoReports Form for call in or on-line entry.
- Keep your paperwork for 1 year after reporting your results. You will be keeping the following:
  - ◆ Original event PromoReports Form
  - ◆ Additional report forms (i.e. Learning Center Form, Client Reports Forms, etc.) if applicable to your program
  - ◆ 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.**

## Orange Chicken and Vegetable Stir Fry



Prep: 10 min.

Cook: 30 min.

Servings: 4

### INGREDIENTS

2 tablespoons cornstarch

1 3/4 cups Swanson® Chicken Broth

2 tablespoons soy sauce

Vegetable cooking spray

1 1/4 pounds skinless, boneless Open Nature Chicken Tenders, cut into bites

3 cups cut-up frozen vegetables

1/2 cup Smuckers Orange Marmalade

### DIRECTIONS

Stir together cornstarch, broth and soy sauce in a bowl until the mixture is smooth.

Cut up chicken into bit sized pieces.

Spray skillet with cooking spray and heat over medium-high heat for 1 minute. Add chicken and stir-fry until well browned, stirring often.

Add vegetables and stir-fry for 5 minutes or until vegetables are tender-crisp.

Add cornstarch mixture and marmalade to the skillet. Cook and stir until the mixture boils and thickens.

### TO SERVE:

Use fork or spoon to put samples into soufflé cups.

Repeat process until end of demo time. Make sure to keep tally marks of items used.

### NUTRITION

Per Serving

Calories 468, Total Fat 4 g, Saturated Fat 1 g, Cholesterol 85 mg, Sodium 995 mg, Total Carbs 71 g, Dietary Fiber 3 g, Protein 36 g

## **SELLING POINTS:**

- Open Nature poultry has no antibiotics, no nitrates or nitrites, and no added hormones.
- Open Nature packaged meat selections come in a variety of delicious choices, all 100% natural, of course. Look for these selections, plus more soon.
- No MSG added, No fillers, No preservatives, No artificial flavors or colors.
- Smucker's® Orange Marmalade delivers a sweet citrus-packed flavor that enhances dishes from breakfast to dinner.
- Spread Smucker's® Orange Marmalade on a hot buttered biscuit for the perfect start to your morning. Or, use to make a tangy glaze for chicken or pork.
- 100% natural Swanson® Chicken broth has the perfectly balanced flavors of chicken, vegetables and seasonings to enhance every recipe.







