



SAFEWAY In-Store Sampling Program

Attn: Store Managers and Store Personnel

An in-store sampling promotion has been scheduled for your store*. The engagement specialist will be sampling **Starbucks Iced Coffee**

Extra cases of the sampled product have been sent to the store in order to support the event. We request that you and your staff please assist the engagement specialist in locating the product in the backroom, and ensuring that there is sufficient product stocked during the demo to support sales. For liability reasons the engagement specialist are not allowed to stack the shelves.

In order to draw attention to the event and increase sales, we ask that you please make announcements regarding the event every 30 minutes.

Demo Products:

Demo Item	UPC	Case Qty Firmed
Starbucks Iced Coffee - Caramel (48 fl oz)	48500-02239	Up to 2
Starbucks Iced Coffee - Lightly Sweetened (48 fl oz)	48500-02237	Up to 2
Starbucks Iced Coffee - Unsweetened (48 fl oz)	48500-02238	Up to 2

Table Placement:

Please have the demonstrator set up in a high traffic area as close to the product as possible.

If you have any questions or issues please call Humberto Villegas at (925)-226-5334*

***If there is an issue that requires IMMEDIATE attention, please also email Humberto.Villegas@safeway.com or call (224) 619-6152 (This number should primarily be used for No calls/No shows. It will be staffed from 6am PST to 3pm PST.)**

Thank you,
Humberto Villegas
Client Service Manager
Safeway In-store Events

*Crafted by us,
personalized by
you*

Enjoy six 8 fl. oz. servings
of refreshing iced coffee –
made with 100% Starbucks®
Arabica beans.



**Introducing Starbucks® Iced Coffee.
Brewed to Personalize.**
Crafted for home

www.CraftedForHome.com

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Event Instructions



2250338 - Starbucks Iced Coffee

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

FEATURED PRODUCT(S)

PRODUCT	UPC CODE	RETAILER CODE	# UNITS TO BUY	SUGGESTED SAMPLE	DISTRIBUTION GOAL	SAMPLES OBTAINED VIA
Starbucks Iced Coffee - Caramel (48 fl oz)	48500-02239	39500017	4	2 oz	83	Purchased at Store
Starbucks Iced Coffee - Lightly Sweetened (48 fl oz)	48500-02237	39500015	4	2 oz	83	Purchased at Store
Starbucks Iced Coffee - Unsweetened (48 fl oz)	48500-02238	3950016	4	2 oz	83	Purchased at Store

SUBSTITUTE PRODUCT	UPC CODE	RETAILER CODE
N/A	N/A	N/A

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
Starbucks Iced Coffee	<ul style="list-style-type: none">• <i>Inspired by the coffee culture at Starbucks cafes</i>• <i>Smooth & Delicious medium roast Starbucks coffee, 100% arabica beans</i> • <i>Conveniently bottled in a 48oz resalable bottle</i> • <i>Crafted for home personalization</i> • <i>Starbucks® Iced Coffee – Brewed to Personalize come in three delicious flavors: Unsweetened, Lightly Sweetened, & Caramel.</i>• <i>They are found in your grocer's chilled dairy or juice section</i>

KIT CONTENTS

♦ 1 Debit Card	♦ 1 Gloves (3 Pair)	♦ 250 Napkins	♦ 1 Paperwork (version noted on manifest)
♦ 1 PromoReport Form	♦ 1 Training Manual	♦ 1 Easel Card	♦ 250 Starbucks Branded Drink Cups
♦ 1 Table runner			

Any product listed on the Event Manual, including substitutions, is *PRE-APPROVED* and does not need to be reported to the Engagement Specialist hotline.

SHOPPING LIST

- ♦ 1 Bag of Ice *
- ♦ 1 Box of Artificial Sweetener (100 ct) *
- ♦ 1 Box of Granulated Sugar Packets (100 ct) *
- ♦ 1 Fat Free/Non Fat Milk (Half Gallon) Lucerne *
- ♦ 4 of Starbucks Iced Coffee - Caramel
- ♦ 4 of Starbucks Iced Coffee - Lightly Sweetened
- ♦ 4 of Starbucks Iced Coffee - Unsweetened

Do not exceed \$96.30 (including tax).

*

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, Demo Table, Paper Towels, Pen, PromoReport Form, Table Cloth, Training Manual, Large bowl , Any Agency Provided Signage, and Waste Basket

Required Appliance:

Table & Tablecloth

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.

Obtain Ice from Meat or Deli Dept purchase if necessary.

Display Large Bowl with ice on table to keep product chilled.

EVENT INSTRUCTIONS

SAMPLE PREPARATION / EVENT TIPS

This is a high alert demo. Starbucks will be auditing. Please make sure to pre call your store and let the store manager know that you will be coming in to sample Starbucks Iced Coffee.

On your demo day, please arrive on time, locate your product (Chilled Section) and set up your demo table close to where Starbucks Iced Coffee is located (by the refrigerated drinks section).

Please make sure to display the table runner and easel card and handouts included in your kit on your table.

Purchase a bag of ice or get ice for free from the deli and keep in your cooler/ ice bowl to keep product chilled.

Pour 2 oz sample into a 4 oz cup and serve to customer with straw and napkin and a Starbucks hand out while sharing features and benefits of Starbucks Iced Coffee. When serving, give them option to personalize their sample with sweetener (sugar or artificial sweetener) and/or creamer.

Please make sure you know the retail price and location of the Starbucks Iced coffee.

Keep product chilled in cooler. Serve cold. Please do not give out lukewarm samples.

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.
- 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 **Starbucks Iced Coffee**. 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.
- Verify the ending inventory of the product(s) sampled and, if applicable, please report this number on your PromoReports Form.

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.
- 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.**

PROJECT SPECIFIC WARNING:

Please recycle your consumer engagement materials when possible.