



# Starbucks TAZO Chai In-Store Sampling Event

# 2250428

## TAZO Chai Classic Latte Concentrate:

- Tazo Chai Latte Concentrate is the perfect blend of sweet and spicy. Made from a rich blend of black tea, cinnamon, ginger, cardamom and vanilla.
- Tazo Chai Latte Concentrate is easy to make. Just blend equal parts milk (or dairy substitute) and concentrate and enjoy hot or iced.
- Try all the delicious sweet and spicy varieties of Tazo Chai latte concentrates and teas. Available in the tea aisle.



Display additional product on your table to sell during the event!

## The Sampled Products:

- TAZO® Chai Organic Latte Concentrate UPC: 794522704002

## Event day:

- Arrive on time 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.

## Event Set-Up:

- Set up table properly with handouts, product, and samples (similar to the image to the left).
- Please set up near product open stock.
- If you can not find the open stock, set up in the bakery section.
- If the first two options are not available, please set up by the product location.

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- What's in your kit:**
- Break Sign
  - MarketLink
  - Event Manual
  - Gloves – 6
  - TAZO Branded Cups - 500
  - Napkins – 250
  - Tri-Fold Handout with Coupon Tear-Off – 250
  - Easel Card – 1
  - TAZO® Organic Chai Classic Latte Concentrate - 7, 32-oz. units

- What to Bring:**
- Demo Table & Kit
  - Voucher Check/debit card
  - Trash bag & can
  - Pen to complete paperwork
  - Apron
  - Cleaning Supplies (Paper Towels, etc)

- Equipment Needed:**
- Microwave

**Back up plan/Out of stock:**

If all of the products are out of stock, complete the “Out of Stock” form provided on your Event Report Form. If, during the course of your event, you hand out all your samples, continue to stay and promote the products while handing out coupons.

**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.

**What to Buy:**

Product Name	UPC	# Units to Buy	# of Samples per Unit	Est. Unit Price	Total Budget Allotted
TAZO® Organic Chai Classic Latte Concentrate	794522704002	7 Kitted	N/A	N/A	N/A
2 Gallons of 2% Store Brand Milk					
Ice					

**When to wash your hands:**

- Before food preparation
- After coughing, sneezing, using a tissue, eating, drinking
- After using the restroom
- After touching any area of the body
- After touching unsanitary surfaces (i.e., Phone, boxes, pens, trash)



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## How to prepare your samples:

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

### Sampled Product:

**Step 1:** Shake TAZO Chai Latte Concentrate before opening. Remove tamper evident seal. Pour 8 ounces of TAZO concentrate into 1 quart measuring cup.

**Step 2:** Add 8 ounces of store brand 2% milk to 1 quart measuring cup. Stir with teaspoon.

**Step 3:** Place 1 quart measuring cup into microwave. Heat mixture on HIGH for 2 1/2 to 3 minutes, stirring once during heating, until mixture is well heated.

**Step 4:** Stir mixture before serving. Fill 4-oz. hot paper drink cup half full with prepared TAZO Chai Latte.

**Step 5:** Serve sample to guest while reciting the speaking point(s). Warn guests drink may be hot.

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

### Notes:

- Display unopened sellable package(s) behind samples.
- Submerge product(s) in need of chilling or refrigeration (2% milk) into ice in cooler or stainless steel bowl; place bowl on paper towel on first shelf under sampling table during event.
- Discard unused samples after 10 minutes using digital timer.
- Have napkins available for guests on the table.
- Prepare and display approximately 4 - 8 total samples on the table at all times throughout the event.