

IMPORTANT INFORMATION TO READ BEFORE EXECUTING THE IN-STORE DEMO

Today you are sampling...

Dannon Oikos Yogurt- All Varieties

Blueberry 0% Fat FOB (5.3 Oz.) - Retailer Code: 822114

Strawberry 0% Fat FOB (5.3 oz.) - Retailer Code: 822115

Vanilla 0% Fat (5.3 oz.) - Retailer Code: 822116

Publix Bag Ice (10 lb.)

Kit Contents

- 250 2 oz Soufflé Cups
- 1 Debit Card
- 1 Easel Card
- 1 Gloves (3 Pair)
- 1 Hairnet
- 250 Napkins
- 1 Paperwork (version noted on manifest)
- 1 PromoReport Form
- 250 Spoons
- 1 Table Runner
- 1 Training Manual

Demo Shopping List

- Up to (1) one bag of Publix Bag Ice UPC:
 - Up to (6) six cups of Vanilla 0% Fat Retailer Code: 822116
 - Up To (7) seven cups of Blueberry 0% Fat FOB Retailer Code: 822114
 - Up to (7) seven cups of Strawberry 0% Fat FOB Retailer Code: 822115
- Do Not Exceed \$25.00 total for product and supplies.**

Please use your Debit Card for purchases. Unlisted substitutions of products may be seen as unauthorized purchases and may result in a deduction after demo completion.

Promotional Information

This is a One Day Six (6) Hour event. Hours are 11 am to -5 pm on Saturday or Sunday. Please arrive on time.

Distribution Goals

- 84 Strawberry 0% Fat FOB (samples)
Purchased at Store
- 72 Vanilla 0% Fat (samples)
Purchased at Store
- 84 Blueberry 0% Fat FOB (samples)
Purchased at Store

Store and Product Pre-Check (Pre-Call)

- ◆ Contact your store at least 3-Days prior to the execution and advise the department manager that you will be executing the *Dannon Oikos Yogurt Event-Wave 3* In-Store Sampling Program and give the date of execution.
- ◆ Verify that there is sufficient product in the store to support this event.
 - If there is not enough product to support this demo:
 - ◆ Ask the manager when he/she expects the shipment to arrive.
 - ◆ If a shipment is not planned, contact your agency immediately for further instruction.

- ◆ Record the date of your call and the name (first and last) of the **Department Manager** you spoke with on your PromoReports® Form.

What to Bring to the Demo

- ◆ Make sure all utensils & equipment are thoroughly cleaned prior to each demonstration. If possible, run them through your own dishwasher at home.
- ◆ Agency provided Hot/Break Sign
- ◆ Aprons
- ◆ Pen
- ◆ Serving Tray
- ◆ Cooler
- ◆ PromoReport Form
- ◆ Waste Basket
- ◆ Demo Kit
- ◆ Table Cloth
- ◆ Allergy Sign (if applicable)
- ◆ Demo Table
- ◆ Training Manual

What to Wear

- ◆ Please comply with Retailer/Agency approved, standard sampling attire.
- ◆ Agency Approved Hair Restraint (i.e. hairnet, ball cap etc...) - *if applicable*
- ◆ Comfortable closed-toe black shoes (*No open-toe shoes or white sneakers*)

On-Site Demonstration Preparation Checklist (Please Complete All Steps)

- Check in with Customer Service prior to introducing yourself to the Department Manager.
- Introduce yourself to the Department Manager to briefly describe the in-store demonstration. Please ask to set up your table in a high traffic area near one of the products you are sampling.
- Verify the inventory of the product(s) involved in your project. Follow your agency's policy regarding No Products if necessary.
- Walk the store thoroughly to see if there is a secondary display of **Dannon Oikos Yogurt- All Varieties**. If there is, with the approval of the department manager, please set up your table near this display.
- If there are no displays to set up your demo next to, place 2 to 3 containers/boxes of **Dannon Oikos Yogurt- All Varieties** on your table to display for sale to interested shoppers.
- If applicable, examine appliances to make certain all electrical and extension cords are in good repair and appliance is clean and sanitized.
- If Extension Cord is in a Customer Traffic area, tape cords to the floor to prevent tripping.
- Take the beginning inventory of **Dannon Oikos Yogurt- All Varieties** on the shelf and/or secondary display location, for your PromoReports® Form (Do not include the product included in kit or the product you plan to purchase in your inventory count if applicable.) If necessary, please request that a Manager inventories any product in the backroom of the store.
- The products purchased for your demo are to be pulled from the **Dairy** section - **your total purchase should not exceed \$25.00 (including tax)**. Please consult your agency for proper product reimbursement procedures in your chain.

Please use your Debit Card for purchases.

- ◆ **Up to (1) one bag of Publix Bag Ice**
- ◆ **Up to (6) six cups of Vanilla 0% Fat**
- ◆ **Up to (7) seven cups of Blueberry 0% Fat FOB**
- ◆ **Up to (7) seven cups of Strawberry 0% Fat FOB**
- Hands must be washed prior to preparing or conducting the demonstration, immediately before returning to the work area after a break, helping a customer or whenever your hands are soiled. Dry hands and arms with a single-use paper towel or warm-air hand dryer. Use a paper towel to turn off the faucet. When in a restroom, use a paper towel to open the door.

Executing the Demo

- ◆ **Enthusiastically engage consumers, make eye contact, and greet them with a smile and a friendly approach.**

- ♦ Offer sample(s) of **Dannon Oikos Yogurt- All Varieties** to consumers and inform them of the features and benefits of each product(s).
- ♦ Always wear gloves when handling food.
- ♦ Be Prepared and arrive on time to set up for your event. Check in with the Store Manager or Dairy Manager for the preferred location to setup your table. With manager permission set up in the Dairy Department near the Yogurt section. Prominently Display the Dannon Easel card and Table Runner on your table that was sent in your kit.
 - Today you will be sampling chilled Dannon Oikos Yogurt in 5.3 oz. cups to consumers and providing them with the product's features and benefits. You will promote and sell all products listed. Please remind consumers of the special pricing of 10/\$10.00 available today at Publix. This feature is to gain trial and awareness of Dannon Oikos 5.3 oz cups.
 - Place Dannon Oikos Yogurt in your cooler to keep cool. You are authorized purchase one bag of ice to chill product. Keep the Oikos Yogurt chilled at all times.
 - Open one to two cups and place approximately 1/2 teaspoon into a soufflé cup.
 - Serve yogurt in soufflé cup to consumers with a napkin and spoon. Place samples on your serving tray and hand to consumers.
 - Inform consumer of the particular flavor you are sampling. Sample all 3 flavors (Blueberry, Strawberry and Vanilla) of Dannon Oikos Yogurt during your 6 hour event.
 - Each cup of Oikos Yogurt will yield approximately 12 samples. You will use up to (20) twenty cups and sample up to 240 consumers during your 6 hour event.
 - Remind consumers of the special 10/\$10.00 promotion that is taking place at Publix today.
 - Sample all products, display empty containers on your table along with easel card. Convey product benefits to consumers sample and sell.
- ♦ Serve Hot food hot and Cold food cold. Throw away any samples that sit on the table at room temperature for more than 30 minutes. Keep it fresh and appetizing.
- ♦ Make sure customer selects the samples in a way that would not result in contamination of adjacent samples or of single serve utensils.
- ♦ **Engage** the consumer to purchase the product. Ask the customer if they would like to purchase the product. Know the product location and price. Listen to the customers.
- ♦ DO NOT leave samples, coupons, brochures or equipment, etc. on the event table when you are on your break. A sign is to be placed on the event table informing customers of the time of your return.
- ♦ Make sure the table is kept free of debris.
- ♦ Do not store any food on the floor. Make sure it is in a cooler or bag.

Samples should not be handed directly to children under any circumstances. Hand the samples to the parent, or the responsible adult accompanying the child and let that person give the samples to their child.

*****Allergy Warning*****

- ♦ We encourage consumers to check the ingredients on the packages of the product they sample for the most up to date information.

Health and Safety

- ◆ IMPORTANCE OF WASHING HANDS AND CHANGING GLOVES - You must wash your hands thoroughly immediately before food preparation.
 - Change your gloves every time you touch other bare human body parts other than clean hands and arms.
 - Change your gloves and wash your hands every time you use the restroom.
 - Change your gloves when they rip or tear.
 - Change your gloves every time you leave the demo table.
 - Change your gloves if you sneeze or cough.
- ◆ Wear a hairnet, hat or other agency approved hair restraint during all food demonstrations (if applicable). (The hair restraint must cover all hair including ponytails, braids, and bangs thus enabling the forehead and neckline to be seen).
- ◆ No eating, drinking, sitting, smoking, reading or chewing gum while conducting a demonstration.
- ◆ Demonstrator must be free from illness or disease that may be passed to the public through food handling.
- ◆ At no time will food or equipment be left unattended on the demonstration table. Electrical equipment must be removed from the table, except for microwave ovens, and taken to a holding place out of reach of customers during your break (*if applicable*). Keep knives under the table and out of sight when not in use.
- ◆ Do not leave hot appliances or utensils unattended (if applicable).
- ◆ Please display your Agency provided "Hot Sign" when applicable.

End of the Day

- ◆ Clean up, breakdown your table and leave your area as you found it. Please discard any manuals or POS material in a trash or recycling (if available and appropriate) receptacle.
- ◆ Please do not leave the store with coupons or sample product.
- ◆ Take the ending inventory of **Dannon Oikos Yogurt- All Varieties** and report the result on your PromoReport form.
- ◆ Complete your PromoReports® Form and obtain a store stamp and Manager's signature.
- ◆ It is mandatory that you enter your results online or call into PromoReports® at (888) 364-9920 upon demo completion. For online entry please follow the instructions on your PromoReports® form.
- ◆ Be sure to mail your PromoReports® Form, Agency Required Paperwork, and any receipts you might have to your agency immediately following your call.