



Muller Yogurt at Publix

Project # 302415



What to Purchase:

Product	UPC	# Units to Buy	Total # of Samples
Müller™ FrütUp™ Yogurt - Peach Passion	0-30000-01012-9	20	20
Müller™ FrütUp™ Yogurt - Splendid Strawberry	0-30000-01010-5	30	30
Müller™ Greek Corner™ Yogurt - Caramelized Almonds	0-30000-00916-1	20	100 (5 samples per cup)
Müller™ Corner™ Yogurt - Sumptuous Strawberry	0-30000-00913-0	20	100 (5 samples per cup)
Bag of Ice	N/A	1	N/A
Substitute Items: Any other available flavor of Muller Yogurt			
*NO matter what, buy all 50 containers of FrutUp for distribution.			
Do not exceed \$100.36 (including tax)			

IMPORTANT INFORMATION - When purchasing the above products, please purchase in two (2) waves. Purchase half (1/2) of the products at the beginning of your event and the other half (1/2) after your break. You will need to gauge consumer traffic when purchasing the products after your break. **DO NOT purchase products that you think you will not use.**



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 your demo.
- Ensure you bring the following items to your demo: Entire kit contents, Demo Table, Table Cloth, Pen (to complete paperwork), Apron, Tape, Paperwork, Cooler, Spoon, Paper Towels, and Small Trash Can or Trash Bag

Kit Contents:

- 3 Pairs of Gloves
- 1 Promo Reports Form
- 1 Training Manual
- 200 2 oz. Souffle Cups
- 100 Napkins
- 250 Spoons
- 1 Easel Card
- 200 Muller Yogurt Coupons

What To Wear:

- Black pants/skirt
- White collared shirt/blouse
- Black, close-toed non-slip shoes (no open-toed shoes or gym shoes)
- Retailer approved uniform
- Gloves
- Apron (brought from home)
- Agency approved hair restraint

Features & Benefits

Muller Quaker Yogurt Selling Points:

Müller™ yogurt is a whole new yogurt experience to discover

Muller Quaker Dairy offers a portfolio of great tasting, playful and delightful yogurts from Europe. 16 flavors are available today for your event.

Müller is European for "Yummy". Have fun with it and enjoy!

Rich, creamy & delightful any time of the day, you can swirl or scoop it your own way:

Müller™ Corner™ and Müller™ Greek Corner™ come with delicious mix-ins like caramelized almonds, fruit and even chocolate coated cereal

Müller™ FrütUp™ is topped with a vibrant layer of fruit mousse that bursts with fresh aroma

FrütUp (pronounced Fruit Up) is a unique yogurt product & there is nothing like it on the market. Upon opening you will smell the amazing aroma that makes our product unique.

This product is so special, that people will still have to be taught to eat the yogurt! It is available in 6 flavors.

It's a delicious way to add delight to your day, with the nutrition benefits of yogurt:

Müller™ yogurt is made from reduced-fat, grade A milk and is a good source of calcium and protein

Calorically, our products are comparatively the same as existing brands. About 139 calories +/- on the flavor.



Executing the Demo

- Please promote the Muller family of 16 products starting with samples of Corner, Greek Corner & FrütUp. Corner is available in 6 flavors, Corner Greek has 4 flavors and FrütUp has 6 flavors.
- When offering FrütUp samples you will serve a **full size container** of the FrütUp yogurt. As you offer to the shopper, peel back the lid of the FrütUp full cup, put a spoon in and hand to the shopper the sample to eat right away.
- When offering consumers a sample of Corner and Greek Corner yogurts, place a small (1 oz) sample of yogurt in a soufflé cup and put a bit of topping on top (each cup yields about 5 samples)
- Explain to the shoppers about the unique package of the Corner and Greek Corner items while consumers mix the yogurt up. Also, offer interested consumers a money saving coupon.
- Do not give full size, unopened containers to shoppers to take with them; this may create confusion at the front registers where the shopper may get charged for the product.

Other Reminders:

- Full Sized cups should NOT be given to employees
- At the **end** of the event, you should have given out all of the 50 FrütUp. If there are a few extra, give them to the store manager for distribution.



- It is **IMPERATIVE** that the Allergen Sign included in your kit be displayed on your table at all times during the event.
- **DO NOT** distribute samples to children under the age of 13 without the permission of parent or responsible adult.

Post Event:

- **DO NOT** take sample products out of the store. Leave any leftover samples with the Store Manager.
- Clean up and breakdown your table. Leave your area as you found it.
- Complete your PromoReports® Form and obtain a store stamp and a manager's signature.
- Destroy any remaining coupons at the end of the day.
- 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. If you are purchasing product, do NOT include the product you are purchasing in your inventory count.
- **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.



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