

**IMPORTANT INFORMATION TO READ BEFORE EXECUTING THE IN-STORE DEMO**

Today you are sampling...

Starbucks Refreshers- All Varieties

Starbucks Refresher (Packet) - Retailer Code:195187

Publix Drinking Water (3 Gallons) - Retailer Code:4600

Publix Bag Ice (10 lb. Bag)

**Kit Contents**

- 200 3.5 oz Drinking Cups
- 1 Debit Card
- 1 Gloves (3 Pair)
- 250 Napkins
- 1 Paperwork (version noted on manifest)
- 1 Product Prep Instructions
- 1 PromoReport Form
- 300 Starbucks Refreshers
- 1 Training Manual

**Demo Shopping List**

0 of Starbucks Refresher Retailer Code:195187

1 10 lb bag of ice

Up to (3) one Gallon of Publix Drinking Water Retailer Code:4600

Up to(1) one bag of Publix Bag Ice UPC:

**Do Not Exceed \$5.00 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**

**Distribution Goals**

1 Publix Bag Ice (samples)

*Purchased at Store*

200 Publix Drinking Water (samples)

*Purchased at Store*

200 Starbucks Refresher (samples)

*Sent in Kit*

**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 *Starbucks Refreshers* 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
- ◆ Paper Towels
- ◆ 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 **Starbucks Refreshers- 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 **Starbucks Refreshers- 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 **Starbucks Refreshers- 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 **Grocery** section - **your total purchase should not exceed \$5.00 (including tax)**. Please consult your agency for proper product reimbursement procedures in your chain.

**Please use your Debit Card for purchases.**

- ◆ **0 of Starbucks Refresher**
- ◆ **1 10 lb bag of ice**
- ◆ **Up to (3) one Gallon of Publix Drinking Water**
- ◆ **Up to(1) one bag of Publix Bag Ice**
- 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 when ever 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, greet them with a smile and a friendly approach.**
- ◆ Offer sample(s) of **Starbucks Refreshers- All Varieties** to consumers and inform them of the features and benefits of each product(s).
- ◆ Always wear gloves when handling food.

- ◆ Be Prepared -- Arrive at your store early and be Set up for your event on time:
  - When you arrive at the store, check in with the store manager, and locate where you will set up you event table.
  - Try to set up in a high traffic area near the featured product to attract the most shoppers.
  - Please be aware of your products and shelf locations. Know all the special pricing and varieties available.
  - Please look for of any special displays, or shippers
  - Create an attractive display of all the products on your table. Be sure all signage and table displays are properly placed and easily visible.
  - You will need to purchase the following prior to your event.
    - Publix Drinking Water – 3 gallons – Code 4600
    - 1 -10 lb. bag of ice

Sample preparation for Starbucks Refreshers:

Please follow prep instruction sheet included in your kit (one sample = 2 oz.)

- ◆ This is a High Alert event. Client & VIP's will be visiting and auditing stores. Client is requesting many professional photographs.

All stores MUST execute on Feb 23rd or Feb 24th! No reschedules! Publix is hosting a new product event these days and stores MUST execute.

- ◆ 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\*\*\***

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## 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 **Starbucks Refreshers- 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.