

IMPORTANT INFORMATION TO READ BEFORE EXECUTING THE IN-STORE DEMO

Today you are sampling...

Nonni's Biscotti All Varieties

Nonni's Thin Cranberry Almond (16 oz.) - Retailer Code:314339

Nonni's Thin Pistachio (16 oz.) - Retailer Code:314340

Nonni's Thin Raisin Almond (16 oz.) - Retailer Code:313341

Starbucks Tazo Zen Tea

Tazo Zen Tea (1. 8 oz.) - Retailer Code:13683

Publix Drinking Water (1 Gallon)

As well as promoting...

Nonni's Biscotti All Varieties*

Nonni's Thin Addictives (Shipper) UPC: Retailer Code:314342 Pack Size:

*** This can be used as an alternate or backup product.**

Kit Contents

200 4 oz Styrofoam Cups

1 Debit Card

1 Gloves (3 Pair)

250 Napkins

1 Paperwork (version noted on manifest)

1 PromoReport Form

1 Training Manual

Demo Shopping List

Up to (1) one package of Nonni's Thin Raisin Almond
Retailer Code:313341

Up to (2) two boxes of Tazo Zen Tea Retailer Code:13683

Up to (2) two packages of Nonni's Thin Cranberry Almond
Retailer Code:314339

Up to (2) two packages of Nonni's Thin Pistachio Retailer Code:314340

Up to (3) three gallons of Publix Drinking Water UPC:

Do Not Exceed \$28.00 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

There is a new product. This is a special 4 hour event. Hours are 10 am to 2 pm. Please arrive on time at your scheduled store.

Distribution Goals

200 Publix Drinking Water (samples)
Purchased at Store

200 Tazo Zen Tea (samples)
Purchased at Store

40 Nonni's Thin Raisin Almond (samples)
Purchased at Store

80 Nonni's Thin Cranberry Almond (samples)
Purchased at Store

80 Nonni's Thin Pistachio (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 *Nonni's and Tazo Zen Tea Event* 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
- ◆ Demo Table
- ◆ Training Manual
- ◆
- ◆ Waste Basket
- ◆ Cutting Board (not wood)
- ◆ PromoReport Form
- ◆ Allergy Sign (if applicable)
- ◆ Demo Kit
- ◆ Table Cloth

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 **Nonni's Biscotti All Varieties, Starbucks Tazo Zen Tea**. 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 **Nonni's Biscotti All Varieties, Starbucks Tazo Zen Tea** 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 **Nonni's Biscotti All Varieties, Starbucks Tazo Zen Tea** 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 \$28.00 (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 package of Nonni's Thin Raisin Almond*
- ◆ *Up to (2) two boxes of Tazo Zen Tea*
- ◆ *Up to (2) two packages of Nonni's Thin Cranberry Almond*
- ◆ *Up to (2) two packages of Nonni's Thin Pistachio*
- ◆ *Up to (3) three gallons of Publix Drinking Water*

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.

Product Features and Benefits

- ◆ As you offer the consumers a sample, please **engage** them and inform them of these product features and benefits.
 - Starbucks Tazo Zen Tea
 - ◆ **Tazo uses the finest teas and botanicals from all over the world to blend the perfect cup**
 - ◆ **Tazo provides a variety of artful blends in filterbags, K-Cups, latte concentrates and has iced option too!**
 - ◆ **Tazo Zen is the # 1 selling green tea, but unlike other green teas, Tazo Zen is blended with lemongrass and spearmint.**

Executing the Demo

- ◆ **Enthusiastically engage consumers, make eye contact, greet them with a smile and a friendly approach.**
- ◆ Offer sample(s) of ***Nonni's Biscotti All Varieties, Starbucks Tazo Zen Tea*** to consumers and inform them of the features and benefits of each product(s).
- ◆ Always wear gloves when handling food.

- ◆ Please check in with the Store Manager or Grocery Manager upon arrival at your store.

Today you will be sampling and promoting Tazo Zen Tea and Nonni's Biscotti at Publix.

Set Up and Promotion:

- Ask for assistance in selecting the best location for your table. If possible, set up your event table in a high traffic area near the Coffee/Tea Aisle or Cookie Section.
- Create an attractive display on your table using all the products listed in your training manual. Also prominently display a shelf sign showing any special pricing on the items you are promoting today.
- Know the products, special pricing and shelf locations. There is valuable information on the packages of Tazo Tea Bags and Nonni's Biscotti. Nonni's will have an IRC (Instant Redeemable Coupon) on all product that is in the display shipper. This will be for \$1.00 the purchase of the Nonni's Biscotti.

Sampling Instructions:

- You will need a coffee pot to heat water and prepare the tea. Please purchase up to 2 boxes of Tazo Zen Tea bags, 3 gallons of Publix drinking water and 5 packages of Nonni's Biscotti for your event.

Sampling Tazo Zen Tea:

- Heat up to 64 oz. of water in your Coffee Pot. Add 8 tea bags (1 for every 8 oz of water) and let steep for the recommended time on the package.
- When steeping has finished, remove the tea bags and discard
- Pour 2 oz. of hot tea in the 4 oz. styro cup and serve to consumers
- Please remind the customers that the sample they are about to enjoy is hot.
- Each box of tea bags will yield approximately 96 samples. You will use up to two boxes of Tazo Zen Tea Bags and sample up to 200 consumers during your 4 hour event. You will need to brew up 5-6 pots of hot water to sample up to 200 consumers.

Sampling Nonni's:

- You will also be sampling Nonni's Biscotti with the Tazo Zen Tea.
- You will be sampling three varieties of Nonni's during your four hour event; Nonni's Thin Cranberry Almond, Thin Pistachio and Thin Raisin Almond.
- Using a sharp knife and cutting board cut each Nonni's cookie into five equal pieces. Serve to consumer on a napkin. Inform the consumer of the particular flavor you are sampling.
- Each package of Nonni's will yield up to 40 samples, You will use up to 5 packages of Nonni's and sample up to 200 consumers during your 4 hour event.
- Remind consumers that Nonni's will have IRC stickers on the shipper of their product. This IRC is good for \$1.00 off one package of Nonni's

Promote the sales benefits and the special pricing available. Display all products, inform consumers of IRC stickers on the Nonni's Biscotti, convey product benefits, 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 **Nonni's Biscotti All Varieties , Starbucks Tazo Zen Tea** 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 (800) 930-3189 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.