

Event Instructions

3450005 - February MOM Saver/Bolthouse Farms Event

Please refer to the event time that was given by your supervisor.

FEATURED PRODUCT(S)

PRODUCT	UPC CODE	RETAILER CODE	# UNITS TO BUY	SUGGESTED SAMPLE	DISTRIBUTION GOAL	SAMPLES OBTAINED VIA
Bolthouse Farms Green Goodness (32 oz.)	--	23849	Up to (2) two bottles	1 oz. in souffle cup	64	Purchased at Store
Bolthouse Farms Tropical Goodness (32 oz.)	--	967632	Up to (1) one bottle	1 oz. in souffle cup	32	Purchased at Store
Publix Bag Ice (10 lbs.)	41271-97110	885862	Up to (1)one bag	To chill beverage	1	Purchased at Store
Bolthouse Farms Cilantro Avocado Dressing (14 oz.)	--	203176	Up to (1) one jar	Dollop on Publix lettuce in souffle cup	50	Purchased at Store
Bolthouse Farms Classic Ranch Yogurt Dressing (14 oz.)	--	923125	Up to (1) one jar	Dollop on Publix lettuce in souffle cup	50	Purchased at Store
Publix Romaine Lettuce (10 oz.)	41415-03886	--	Up to(1) one bag	Small piece in souffle cup	100	Purchased at Store

SUBSTITUTE PRODUCT	UPC CODE	RETAILER CODE
Gerber Baby Food	--	101935
Gerber Formula Large Powder	--	13975

Girl Sm-Med Big Pack	--	183067
Goodnites Jumbos Briefs (S-M Boy)	--	174212
Desitin Ointment (4 oz.)	--	50814
Johnson & Johnson Baby Lotion	--	43659
Gerber "new display"	15000-07031-1	--
Huggies Brick Pack Display (10 ct)	--	143569
Natural Care Frag Free (Mega Pack)	--	49793
Simply Clean FF Refill Mega Pack	--	119607
Snug & Dry S4 Big Pack	--	110658
Snug & Dry S5 Big Pack	--	110659
Wipes Frozen Display	--	960887
Boys Big Pack (2t -3t)	--	183101
Girls Big Pack (3t-4t)	--	183104

COUPON(S)	COUPON DESCRIPTION	DISTRIBUTION GOAL
Kimberly Clark Baby Products	Coupon booklets up to \$20 off Kimber Clark, Huggies, Gerber, J&J and Bolthouse Farm items	200
Johnson & Johnson Products	Desitin Sample Pack w/ \$1.00 Coupon	75

Item Codes and Descriptions-# 3450005-February Mom Saver/Bolthouse Farms product 3/1/15

	KIMBERLY-CLARK	128479	Night Time Boy - 3T-4T Jumbo Pk
87917	Natural Care Frag Free Tub	128480	Night Time Girl - 3T-4T Jumbo Pk
960649	One and Done Cuc Melon Sct. Tub	948003	Slip On Diaper Jumbo Sz 3
49793	Natural Care Frag Free 3x Pk	948004	Slip On Diaper Jumbo Sz 4
119607	Simply Clean FF Refill 3x Pk	948005	Slip On Diaper Jumbo Sz 5
107706	Soft Skin Refill Mega Pk	153948	PULL-UPS Toddler Wipes Refill
128434	One & Done Cuc Melon Nat Refreshing Mega Pk		Goodnites® Youth Pants
182498	Natural Care Soft Pack Bundle 3-pack	183065	Boy Sm-Med Big Pack
953486	One and Done Nat Refreshing Cuc Melon RFT	183067	Girl Sm-Med Big Pack
182496	Natural Care Soft Pk 1x RFT	183074	Boy Lg-ExLg Big Pack
960649	Natural Care Design Tub	183082	Girl Lg-ExLg Big Pack
960650	Natural Care FF Refill Box 504ct	174212	Goodnites Jumbos Briefs S-M Boy
203482	Simply Clean Fresh Sct. Refill 3x Pk	174214	Goodnites Jumbos Briefs S-M Girl
203226	One & Done Cuc Melon Soft Pack Bundle 3-pk	964951	GOODNITES Tru-Fit Starter Kit S/M Boy
203227	Simply Clean Unsc. Soft Pack Bundle 3-pk	964952	GOODNITES Tru-Fit Starter Kit S/M Girl
	HUGGIES DIAPERS	964953	GOODNITES Tru-Fit Starter Kit L/XL Boy
953644	Snug & Dry S 2 Big Pack	964954	GOODNITES Tru-Fit Starter Kit L/XL Girl
110657	Snug & Dry S 3 Big Pack	964955	GOODNITES Tru-Fit Disposable Inserts S/M
110658	Snug & Dry S 4 Big Pack	964956	GOODNITES Tru-Fit Disposable Inserts L/XL
110659	Snug & Dry S 5 Big Pack	953642	Goodnites Bed Mats
125217	Snug & Dry S 6 Big Pack		PULL-UPS Training Pants Big Pack
166117	Snug & Dry S 3 Giant Pack	183101	Boy 2t-3t Big Pack
166118	Snug & Dry S 4 Giant Pack	183102	Girl 2t-3t Big Pack
166120	Snug & Dry S 5 Giant Pack	183103	Boy 3t-4t Big Pack
960645	Little Movers S3 Giant Pack	183104	Girl 3t-4t Big Pack
960646	Little Movers S4 Giant Pack	183113	Boy 4t-5t Big Pack
960648	Little Movers S5 Giant Pack		GERBER
948009	Slip On Diaper Big Pack Sz 4	13975	Gerber Formula large Powder lead item code
948010	Slip On Diaper Big Pack Sz 5	101935	Gerber Baby Food lead item (any iem)
939125	Little Snugglers 2 Big Pack	140267	Gerber Organic Baby Food lead item (any iem)
140287	Little Movers 3 Big Pack	88442	Graduates Toddler Offer lead code
140288	Little Movers 4 Big Pack	137363	Graduates Toddler Offer lead code
140289	Little Movers 5 Big Pack	957538	Good Start Bulk Powder Formula 20% free Bonus shipper
140290	Little Movers 6 Big Pack	129758	GERBER GRADUATE LIL CRUNCHIES MILD CHEDDAR
48948	Overnite S 4 JP	137364	GERBER GRADUATE LIL CRUNCHIES ZESTY TOMATO
107857	Overnite S 5 JP	88633	GERBER JUICE 32 OZ APPLE
182962	Snug & Dry S2 Jumbo Pk	81378	GERBER JUICE 4PACK FRUIT JUICE
166112	Snug & Dry S 3 Jumbo Pk	29517	GER OATMEAL CEREAL
166113	Snug & Dry S 4 Jumbo Pk	88583	GER OATMEAL BAN CEREAL
166114	Snug & Dry S 5 Jumbo Pk	88586	(LT)GER MIXED CEREAL
166105	Little Snugglers Newborn	88588	GER OATMEAL CEREAL
166106	Little Snugglers 1 Jumbo	88589	(LT)GER MIXED CEREAL
166107	Little Snugglers 2 Jumbo	88590	GER RICE CEREAL
166108	Little Movers 3 Jumbo	88591	(LT)GER RICE CEREAL
166109	Little Movers 4 Jumbo	121171	GER RICE APPLE CEREAL
166110	Little Movers 5 Jumbo	129718	(TO)GER RICE CEREAL W/DHA
166111	Little Movers 6 Jumbo	165052	GER WHOLE WHEAT CEREAL

183115	Girl 4t-5t Big Pack		J&J
174218	LD Boy 2T-3T Jumbo	43659	J&J BABY LOTION w/\$.55 IRC
174220	LD Boy 3T-4T Jumbo	31503	J&J BABY SHAMPOO w/\$.55 IRC
174222	LD Boy 4T-5T Jumbo	43679	J&J HEAD TO TOE BABY WASH w/\$.55 IRC
174219	LD Girl 2T-3T Jumbo	164375	J&J BBY BUB BATH/WASH w/\$.55 IRC
174221	LD Girl 3T-4T Jumbo	34036	J&J BABY POWDER w/\$.55 IRC
174223	LD Girl 4T-5T Jumbo	43658	J&J BABY OIL \$.55 IRC
122320	Night Time Boy 2t-3t Jumbo Pk	NEW	Johnson's Head to toe Washcloths
122321	Night Time Girl 2t-3t Jumbo Pk	NEW	Johnson's Head to toe Washcloths
Pubix Item Code	Item Codes and Descriptions-# 3450005-February Mom Saver/Bolthouse Farms product 3/1/15		
J&J continued			
153950	DESITIN OINTMENT JAR		
50814	DESITIN OINTMENT 4OZ		
47651	DESITIN CREAMY OINTMENT		
129646	DESITIN OINTMENT 3.5OZ		
123942	J&J SHEA/COCOA BBY LOTION		
43659	J&J BABY LOTION		
47699	J&J BEDTIME LOTION		
194323	J&J BEDTIME BABY LOTION		
173424	J&J BABY OIL COCOA/SH		
153958	J&J BABY OIL GEL		
123943	J&J SHEA/COCOA BABY WASH		
113110	J&J BABY BEDTME MOIST WSH		
113580	J&J BUDDIES NO MORE TNGLE		
118384	J&J MOISTURE BABY WASH		
182509	JOHNSONS BABY LOTION 27OZ		
182525	J&J HD TO TOE BBY WSH28OZ		
47698	J&J BEDTIME BATH		
182517	J&J BEDTIME BATH 28OZ		
113596	J&J SOOTHING VAPOR BATH		
31503	J&J BABY SHAMPOO		
47410	J&J BABY SHAMPOO LAVENDER		
140149	J&J VAN OATML BABY WASH		
43679	J&J HEAD TO TOE BABY WASH		
31788	JOHNSON NO MORE TANGLES		
31502	J&J BABY SHAM/COND 2 IN 1		
155451	J&J BABY SHAM/COND 2 IN 1		
164376	J&J BABY OIL GEL CO/BUTTR		
164375	J&J BBY BUB BATH/WASH		
173423	J&J BABY BED BUBB/WSH		
177365	J&J BABY OIL WASH SHEA&CB		
177360	J&J BABY OIL WASH PINK		
177372	J&J NATURAL HTT BABY WASH		
194327	J&J BABY HAND/FACE WIPES		
177376	J&J NATURAL BABY SHAMPOO		
177374	J&J NATURAL BABY LOTION		
177388	J&J BABY HONEY APPLE WASH		
34036	J&J BABY POWDER		
864335	J&J BBY PWDR L&C		
34030	J&J BBY PWDR CRN STRCH		
33921	J&J BBY PWDR MEDICATED		
34714	J&J BBY OIL GEL		
43658	J&J BABY OIL		
47691	J&J BABY OIL		
47694	J&J BABY OIL ALOE VERA		
962670	JOHNSON'S HEAD TO TOE WASHCLOTHS		
962671	JOHNSON'S HEAD TO TOE WASHCLOTHS		
31221	TUCKS MEDICATED PADS		
BOLTHOUSE FARMS			

23849	GREEN GOODNESS BOLT - SAMPLING
967632	BH FARMS TROP GOODNESS - SAMPLING
203176	BH CILANTRO AVOCADO DRESS - SAMPLING
923125	CLSC RANCH YOGURT DSG BOL - SAMPLING

PRODUCT FEATURES AND BENEFITS/SELLING POINTS

Actively engage consumers as they walk by and convey the following features and benefits for each product.

Product Name	Product Features Benefits / Selling Points
<i>Kimberly Clark Baby Products</i>	
<i>Goodnites Youth Pants</i>	
<i>Pull-Ups Training Pants Big Pack</i>	
<i>Johnson & Johnson Products</i>	
<i>Gerber Products</i>	
<i>Bolthouse Farms Beverage All</i>	
<i>Varieites</i>	
<i>Bolthouse Farms Salad</i>	
<i>Dressings all varieties</i>	

KIT CONTENTS

♦ 250 2 oz Souffle Cups	♦ 1 Debit Card	♦ 1 Easel Card	♦ 250 Forks
♦ 2 Gloves (3 Pair)	♦ 250 Napkins	♦ 1 Paperwork (version noted on manifest)	♦ 1 PromoReport Form
♦ 1 Training Manual	♦ 75 Coupon: Johnson & Johnson Products: Desitin Sample Pack w/ \$1.00 Coupon	♦ 200 Coupon: Kimberly Clark Baby Products: Coupon booklets up to \$20 off Kimber Clark, Huggies, Gerber, J&J and Bolthouse Farm items	

Any product listed on the Event Manual, including substitutions, is PRE-APPROVED and does not need to be reported to the Engagement Specialist hotline.

SHOPPING LIST

- ◆ Up to (1) one bottle of Bolthouse Farms Tropical Goodness
- ◆ Up to (2) two bottles of Bolthouse Farms Green Goodness
- ◆ Up to (1) one jar of Bolthouse Farms Cilantro Avocado Dressing
- ◆ Up to (1) one bag of Publix Romaine Lettuce
- ◆ Up to (1) one jar of Bolthouse Farms Classic Ranch Yogurt Dressing
- ◆ Up to (1) one bag of Publix Bag Ice

Do not exceed \$28.00 (including tax).

**If the store does not have the exact supply items marked with an asterisk, you are PRE-APPROVED to purchase a comparable store brand or generic alternative. This does not need to be approved by the Engagement Specialist hotline.*

WHAT TO WEAR

Please comply with PromoWorks approved, standard uniform unless otherwise noted in the Special Instructions in this Manual.

WHAT TO BRING

Bring the following items to your event:

Cooler, Demo Kit, Demo Table, PromoReport Form, Table Cloth, Training Manual, Serving Tray
Serving Spoon or salad tongs
, Any Agency Provided Signage, and Waste Basket

Required Appliance:

Table & Tablecloth

Examine appliances to make certain all electrical and extension cords are in good repair and appliance is cleaned and sanitized.

SPECIAL INSTRUCTIONS

A successful event is engaging and educating shoppers through sampling/demonstrating the featured product(s) resulting in the purchase of the product today and in the future.

- You are authorized to purchase one bag of ice to keep the beverages and lettuce cool in your cooler.
- Please check to see if your store has the three Display Shippers on the sales floor in your store. The Huggies Brick Pack Display # 143569, Wipes Frozen Display # 960087 and Gerber "new display" UPC code # 15000-07031-1. Ask the grocery manager for assistance in locating the shippers and verify that they were put up on the sales floor.
- This is a High Alert event. Client & VIP's will be visiting and auditing stores. Client is requesting many professional photographs for this event.
- Please build attractive displays of all products listed. Refer to the item code and description list that was included with your paperwork for proper item selection.

EVENT INSTRUCTIONS

SAMPLE PREPARATION / EVENT TIPS

www.promoworks.com • 1-800-238-9199

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SAMPLE PREPARATION / EVENT TIPS Continued

- Please set up your event table in the HBC department near the aisle where the Baby Products are located or in the Produce Department. Be sure this is in a high traffic area. You will be helping consumers celebrate the February MOM Saver event and will sample Bolthouse Farms beverages and salad dressings today at Publix. Please display the Bolthouse Easel card you received in your kit prominently on your table.
- Pull a variety of the products listed on your product list from the shelf and create an attractive display on your event table. Be sure the following items are displayed on your table: Huggies Diapers and Wipes, Pullups and Good Nite Products, Johnson & Johnson, Gerber and Bolthouse Farms Beverages and Salad Dressings. You will display and sample Bolthouse Farms Beverages and Bolthouse Farms Salad Dressing with Publix Romaine Lettuce (see item list to select items for display). Bolthouse Farms Beverages and Salad Dressings are located in the Produce department. You will need a serving tray, serving spoons or tongs to sample Bolthouse Farms Salad Dressing.
- Today you will be sampling chilled Bolthouse Farms beverages and Salad Dressings on Publix Romaine Lettuce to consumers and providing them with the products features and benefits. You will promote and sell all products listed in you TM. Please remind consumers of any special pricing on Bolthouse Farms beverages and salad dressings today at Publix. You will sample 2 varieties of beverages, Green Goodness & Tropical Goodness and 2 varieties of salad dressings, Cilantro Avocado and Classic Ranch Yogurt.
- Place beverages and lettuce in your cooler to keep cool. You are authorized to purchase one bag of ice to chill the product. Keep the beverages and lettuce chilled at all times. Do not add ice to the beverages as this will dilute the taste.

Sampling Instructions for Beverages and Salad Dressings

- Open one variety of beverage and pour 1 oz. into a soufflé cup. Place samples on your serving tray and hand to consumers with a napkin. Each Bottle will yield up to 32 samples. You will use up to 3 bottles of Bolthouse Beverage and sample up to 100 consumers during your 4 hour event. Inform consumer of the flavor you are sampling.
- Place a small 1 inch piece of Publix Romaine Lettuce into a soufflé cup and pour a small amount (dollop) of salad dressing on the lettuce. Hand to consumer with a fork and a napkin. Inform consumers of flavors you are sampling. Each bottle of salad dressing will yield up to 50 samples and each bag of lettuce will yield up to 100 samples. You will use 2 bottles of dressing and 1 bag of lettuce and sample up to 100 consumers during your 4 hour event.
- Also display the coupon booklets that were supplied in your kit. These booklets contain valuable coupons with up to \$20.00 in Savings for consumers today at Publix. Also hand out sample packs and coupons on Destin product that were included in your kit.

SAMPLE PREPARATION / EVENT TIPS Continued

- Auditors will visit the stores expecting to see great displays of all products. These are in addition to the Kimberly Clark Baby Products which also must be displayed on your table.
- Inform consumers you have valuable coupons booklets available today at Publix. Remind them that these coupons have up to \$20.00 in savings on various Kimberly Clark items, Huggies Diapers, Huggies Refills, Pull-Ups Training Pants, Good Nites Youth Pants, J & J Products, Gerber Products & Bolthouse Farms products.
- Display all products listed, convey product benefits, sample Bolthouse Farms beverages & salad dressing, pass out coupon booklets and sell.
- Focus your promotion on female shoppers with young children.

PRIOR TO EVENT

- Read and understand all the information in this packet.
- Review your kit contents for accuracy.
- Conduct your pre-call to the store **3-Days** before your event and verify with the receiving clerk that the product would be available the day of the event. If you receive a negative response contact your supervisor to possibly reschedule the event.
- If event requires a debit card / gift card purchase, please activate your debit card the day before your event.

EXECUTING THE EVENT

- Check in with the retailer required manager (e.g. Customer Service Manager/Store or Department Manager) describing your event and ask to set up in a high traffic area near your product.
- Verify there is adequate inventory of the product(s) involved in your project and, if applicable, report beginning inventory on your PromoReports Form.
- Look for a secondary display of ***Bolthouse Farms Beverage All Varieites, Bolthouse Farms Salad Dressings all varieties.*** If located, please set up your table near this display, with manager approval.
- If Extension Cord is in the Customer Traffic area, tape cords to the floor to prevent tripping.

POST EVENT

- Clean up, breakdown your table and leave your area as you found it.
- Discard any manuals or POS material in a trash or recycling (if available and appropriate) receptacle and destroy any remaining coupons or leave with a Store Manager (pending the retailer requirements).
- Do not leave the store with coupons or sample product.** Store Management may check your cooler/box/cart before you leave the store.
- Complete PromoReports Form and obtain a store stamp and a manager's signature.
- Verify the ending inventory of the product(s) sampled and, if applicable, please report this number on your PromoReports Form.
- Enter your event results once you have completed your event. Follow the instructions on your PromoReports Form for call in or on-line entry.
- Keep your paperwork for 1 year after reporting your results. You will be keeping the following:
 - ◆ Original event PromoReports Form
 - ◆ Additional report forms (i.e. Learning Center Form, Client Reports Forms, etc.) if applicable to your program
 - ◆ Original time invoice (must have original signature)
 - ◆ Make copies of your receipt on an 8 1/2 by 11 piece of paper and submit the entire page with your paperwork. Retain the original for your records.

POST EVENT Continued

NOTE:

Please follow standard safety/health procedures when conducting your event. 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. **If your kit contains documents regarding allergy warnings this must be displayed.**

PROJECT SPECIFIC WARNING:

We encourage consumers to check the ingredients on each package of the product they sample for the most up-to-date information on the ingredients contained in that product.

Please recycle your consumer engagement materials when possible.