# **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

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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

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

KIMBERLY-CLARK		Tem codes and bescriptions-# 5450005-1 ebi		T
960649   One and Done Cuc Melon Sct. Tub   948003   Slip On Diaper Jumbo Sz 3   49793   Natural Care Friag Free 3x Pk   948004   Slip On Diaper Jumbo Sz 4   107706   Soft Skin Refill Mega Pk   948005   Slip On Diaper Jumbo Sz 6   107706   Soft Skin Refill Mega Pk   153948   One & Done Cuc Melon Nat Refreshing Mega Pk   153948   128439   Natural Care Sch Teck Bundle 3-pack   183056   Slip On Diaper Jumbo Sz 6   107806   One & Done Cuc Melon Nat Refreshing Mega Pk   153948   One and Done Nat Refreshing Cuc Melon RFT   183067   Slip On Diaper Bip Pack   182498   Natural Care Sch Teck Tx RFT   183074   Slip On Diaper Bip Pack   182498   Natural Care Sch Teck Tx RFT   183074   Slip On Diaper Bip Pack   182498   Natural Care Sch Teck Tx RFT   183074   Slip On Diaper Bip Pack   182498   Natural Care Design Tub   183082   Slimply Clean Fresh Sct. Refill 3x Pk   174214   Goodnites Jumbos Briefs S-M Boy   1800629   Natural Care Design Tub   183082   Slimply Clean Fresh Sct. Refill 3x Pk   174214   Goodnites Jumbos Briefs S-M Boy   1803226   One & Done Cuc Melon Soft Pack Bundle 3-pk   964951   GOODNITES Tru-Fit Starter Kit S/M Girl   1903226   One & Done Cuc Melon Soft Pack Bundle 3-pk   964951   GOODNITES Tru-Fit Starter Kit S/M Girl   190326   Simply Clean University Starter Starter Kit S/M Girl   GOODNITES Tru-Fit Starter Kit LXL Girl   190327   Simply Clean University Starter Starter Kit S/M Girl   GOODNITES Tru-Fit Starter Kit LXL Girl   190328   Simply Clean University Starter Starter Kit S/M Girl   GOODNITES Tru-Fit Starter Kit LXL Girl   190329   Simply Clean University Starter Starter Kit S/M Girl   GOODNITES Tru-Fit Starter Kit LXL Girl   190329   Simply Clean University Starter Starter Kit S/M Girl   GOODNITES Tru-Fit Starter Kit LXL Girl   190329   Simply Clean University Starter Starter Kit S/M Girl   GOODNITES Tru-Fit Starter Kit LXL Girl   190329   Simply Clean University Starter Kit S/M Girl   GOODNITES Tru-Fit Starter Kit LXL Girl   190329   Simply Starter Starter Starter Kit S/M Girl   GOODNITES Tru-		KIMBERLY-CLARK	128479	Night Time Boy - 3T-4T Jumbo Pk
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           128434         One & Done Cuc Melon Nat Refreshing Mega Pk         153948         PULL-UPS Toddler Wipes Refill           182498         Natural Care Soft Pack Bundle 3-pack         183065         Boy Sm-Med Big Pack           182496         Natural Care Soft Pk 1x RFT         183074         Boy Lg-EkLg Big Pack           182496         Natural Care Soft Pk 1x RFT         183074         Boy Lg-EkLg Big Pack           900650         Natural Care Freelill Box 504ct         174214         Goodnites Jumbos Briefs S-M Boy           203482         Simply Clean Fresh Sct. Refill 3x Pk         174214         Goodnites Jumbos Briefs S-M Boy           203227         Simply Clean Unsc. Soft Pack Bundle 3-pk         964951         GOODNITES Tru-Fit Starter Kit SM Boy           203228         Simply Clean Unsc. Soft Pack         964953         GOODNITES Tru-Fit Starter Kit LJXL Boy           953644         Shu ga & Dry S & Big Pack         964953         GOODNITES Tru-Fit Starter Kit LJXL Boy           953649         Shu ga & Dry S & Big Pack         964956         GOODNITES Tru-Fit Disposable Inserts LJXL           1106559         Shu ga & Dry S & Big Pack	87917	Natural Care Frag Free Tub	128480	Night Time Girl - 3T-4T Jumbo Pk
19607   Simply Clean FF Refill 3x Pk	960649	One and Done Cuc Melon Sct. Tub	948003	Slip On Diaper Jumbo Sz 3
107706   Soft Skin Refill Mega Pk	49793	Natural Care Frag Free 3x Pk	948004	Slip On Diaper Jumbo Sz 4
128434   One & Done Cuc Melon Nat Refreshing Mega Pk	119607	Simply Clean FF Refill 3x Pk	948005	Slip On Diaper Jumbo Sz 5
128434   One & Done Cuc Melon Nat Refreshing Mega Pk   1820496   Natural Care Soft Pack Bundle 3-pack   183065   Boy Sm-Med Big Pack   183067   Gir Sm-Med Big Pack   1820496   Natural Care Soft Pk 1x RFT   183074   183067   Gir Sm-Med Big Pack   1820496   Natural Care Design Tub   183062   Gir Lg-ExLg Big Pack   182042   18	107706	Soft Skin Refill Mega Pk	153948	PULL-UPS Toddler Wipes Refill
182498   Natural Care Soft Pack Bundle 3-pack   183065   Soy Sm-Med Big Pack				Goodnites® Youth Pants
953486         One and Done Nat Refreshing Cuc Melon RFT         1830074         Boy Lg-ExLg Big Pack           182496         Natural Care Soft Pk 1x RFT         183074         Boy Lg-ExLg Big Pack           960650         Natural Care Design Tub         183082         Gir Lg-ExLg Big Pack           960650         Natural Care FF Refill Box 604ct         174212         Goodnites Jumbos Briefs S-M Boy           203426         Simply Clean Fresh Sct. Refill 3x Pk         174214         Goodnites Jumbos Briefs S-M Gir           203227         Simply Clean Unsc. 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 Boy           953644         Snug & Dry S 2 Big Pack         964954         GOODNITES Tru-Fit Starter Kit L/XL Boy           955645         Snug & Dry S 2 Big Pack         964956         GOODNITES Tru-Fit Starter Kit L/XL Boy           106657         Snug & Dry S 4 Big Pack         964956         GOODNITES Tru-Fit Disposable Inserts S/M           1106567         Snug & Dry S 3 Big Pack         964956         GOODNITES Tru-Fit Disposable Inserts L/XL           110667         Snug & Dry S 5 Big Pack         9634956         GOODNITES Tru-Fit Disposable Inserts L/XL           110667         Snug & Dry S			183065	Boy Sm-Med Big Pack
182496   Natural Care Design Tub		•		
960649   Natural Care Design Tub   183082   Girl Lg-ExLg Big Pack   960650   Natural Care F Refill Box 504ct   174212   203482   Simply Clean Fresh Sct. Refill 3x Pk   174214   203226   One & Done Cuc Melon Soft Pack Bundle 3-pk   964951   203227   Simply Clean Unsc. Soft Pack Bundle 3-pk   964952   203227   Simply Clean Unsc. Soft Pack Bundle 3-pk   964952   203227   Simply Clean Unsc. Soft Pack Bundle 3-pk   964952   203227   Simply Clean Unsc. Soft Pack Bundle 3-pk   964952   203227   Simply Clean Unsc. Soft Pack Bundle 3-pk   964952   203227   Simply Clean Unsc. Soft Pack Bundle 3-pk   964954   203227   Simply Clean Unsc. Soft Pack Bundle 3-pk   964954   203227   Simply Clean Unsc. Soft Pack Bundle 3-pk   964954   203227   Simply Clean Unsc. Soft Pack Bundle 3-pk   964954   203227   Simply Clean Unsc. Soft Pack Bundle 3-pk   964954   203227   Simply Clean Unsc. Soft Pack   964954   203227   Simply Clean Unsc. Soft Pack   964954   203227   Simply Clean Unsc. Soft Pack   964954   203228   Sing & Dry S 3 Big Pack   964954   203228   Sing & Dry S 4 Big Pack   964954   203228   Sing & Dry S 5 Big Pack   964954   203228   Sing & Dry S 5 Big Pack   964954   203229   Sing & Dry S 5 Big Pack   964954   203229   Sing & Dry S 5 Big Pack   964956   203221   Sing & Dry S 5 Big Pack   964956   203222   Sing & Dry S 5 Big Pack   964956   203222   Sing & Dry S 5 Big Pack   183101   203223   Sing & Dry S 5 Giant Pack   183102   203224   Sing & Dry S 5 Giant Pack   183104   203225   Sing & Dry S 5 Giant Pack   183104   203226   Sing & Dry British Pack   183104   203226   Sing & Dry British Pack   183104   203227   Sing & Dry British Pack   183104   203228   Little Movers 5 Big Pack   139756   203227   Single Pack   19324   203228   Little Movers 4 Big Pack   139756   203228   Little Movers 5 Big Pack   139756   203229   Sing & Dry S 3 Jumbo Pk   139736   203229   Sing & Dry S 3 Jumbo Pk   139736   203229   Sing & Dry S 3 Jumbo Pk   139736   203229   Sing & Dry S 3 Jumbo Pk   139736   203229   Sing & Dry S 3 Jumbo Pk   1397				
960650         Natural Care FF Refill Box 504ct         174212         Goodnites Jumbos Briefs S-M Biry           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         964953         GOODNITES Tru-Fit Starter Kit L/XL Boy           953644         Snug & Dry S 2 Big Pack         964954         GOODNITES Tru-Fit Starter Kit L/XL Boy           953645         Snug & Dry S 3 Big Pack         964955         GOODNITES Tru-Fit Starter Kit L/XL Boy           110657         Snug & Dry S 3 Big Pack         964956         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 Tru-Fit Disposable Inserts L/XL           110659         Snug & Dry S 6 Big Pack         953642         GOODNITES Tru-Fit Disposable Inserts L/XL           1106510         Snug & Dry S 6 Big Pack         953642         GOODNITES Tru-Fit Disposable Inserts L/XL           110659         Snug & Dry S 5 Big Pack         953642         GOODNITES Tru-Fit Disposable Inserts L/XL			183082	Girl La-ExLa Bia Pack
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         984951         GOODNITES Tru-Fit Starter Kit S/M Boy           20327         Simply Clean Unsc. Soft Pack Bundle 3-pk         984952         GOODNITES Tru-Fit Starter Kit S/M Girl           HUGGIES DIAPERS         984953         GOODNITES Tru-Fit Starter Kit LVXL Boy           953844         Snug & Dry S 2 Big Pack         984954         GOODNITES Tru-Fit Starter Kit LVXL Girl           110657         Snug & Dry S 3 Big Pack         984956         GOODNITES Tru-Fit Disposable Inserts S/M           110658         Snug & Dry S 4 Big Pack         984956         GOODNITES Tru-Fit Disposable Inserts LVXL           110659         Snug & Dry S 5 Big Pack         953642         Goodnites Bed Mats           125217         Snug & Dry S 3 Giant Pack         183101         Boy 2-33 Big Pack           166118         Snug & Dry S 4 Giant Pack         183101         Boy 2-34 Big Pack           166120         Snug & Dry S 5 Giant Pack         183103         Girl 2-33 Big Pack           960645         Little Movers S 3 Giant Pack         183103         Boy 3-45 Big Pack           948000         Slip On Diaper Big Pack Sz 4         13975         Gerber Formula large Powder lead item c				
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 LVL Boy           953644 Snug & Dry S 2 Big Pack         964954 GOODNITES Tru-Fit Starter Kit LVL Girl           110657 Snug & Dry S 2 Big Pack         964955 GOODNITES Tru-Fit Disposable Inserts S/M           110658 Snug & Dry S 2 Big Pack         964955 GOODNITES Tru-Fit Disposable Inserts LVL           110659 Snug & Dry S 5 Big Pack         954964 GOODNITES Tru-Fit Disposable Inserts LVL           110659 Snug & Dry S 5 Big Pack         954964 GOODNITES Tru-Fit Disposable Inserts LVL           110659 Snug & Dry S 5 Big Pack         954964 GOODNITES Tru-Fit Disposable Inserts LVL           110659 Snug & Dry S 5 Big Pack         95464 GOODNITES Tru-Fit Disposable Inserts LVL           110659 Snug & Dry S 5 Big Pack         95464 GOODNITES Tru-Fit Disposable Inserts LVL           166117 Snug & Dry S 5 Big Pack         95464 GOODNITES Tru-Fit Disposable Inserts LVL           166118 Snug & Dry S 5 Giant Pack         183101 By 214 Big Pack           166120 Snug & Dry S 5 Giant Pack         183103 By 214 Big Pack           960646 Little Movers S Giant Pack         183104 Gift 3-41 Big Pack           948009 Slip On Diaper Big Pack Sz 4         1375 Gerber Formula large Powder lead item code				-
Simply Clean Unsc. Soft Pack Bundle 3-pk   964952   GOODNITES Tru-Fit Starter Kit L/XL Boy				
HUGGIES DIAPERS		·		-
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 S/M           110659         Snug & Dry S 5 Big Pack         953642         GOODNITES Tru-Fit Disposable Inserts L/XL           125217         Snug & Dry S 6 Big Pack         PULL-UPS Training Parts Big Pack           166118         Snug & Dry S 3 Giant Pack         183101         Boy 21-31 Big Pack           166118         Snug & Dry S 4 Giant Pack         183103         Boy 31-41 Big Pack           166119         Snug & Dry S 5 Giant Pack         183103         Boy 31-41 Big Pack           166120         Snug & Dry S 5 Giant Pack         183104         Girl 31-41 Big Pack           166120         Snug & Dry S 5 Giant Pack         183103         Boy 41-55 Big Pack           166120         Little Movers S 3 Giant Pack         183104         Girl 31-41 Big Pack           166120         Little Movers S Giant Pack         183105         Gerber Formula large Powder lead item code           948009         Slip On Diaper Big Pack S2 5         10935         Gerber Formula large Powder lead item (any iem)	200221			
110657   Snug & Dry S 3 Big Pack   964955   GOODNITES Tru-Fit Disposable Inserts S/M	953644			j
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 21-31 Big Pack     166118   Snug & Dry S 5 Giant Pack   183102   Girl 2:-31 Big Pack     166120   Snug & Dry S 5 Giant Pack   183103   Boy 31-41 Big Pack     166120   Snug & Dry S 5 Giant Pack   183103   Boy 31-41 Big Pack     166120   Snug & Dry S 5 Giant Pack   183104   Girl 31-41 Big Pack     166120   Snug & Dry S 5 Giant Pack   183104   Girl 31-41 Big Pack     166120   Snug & Dry S 5 Giant Pack   183104   Girl 31-41 Big Pack     166121   Gerber S 4 Giant Pack   183104   Girl 31-41 Big Pack     166122   Gerber S 4 Giant Pack   183104   Girl 31-41 Big Pack     166123   Sip On Diaper Big Pack S 2 4   13975   Gerber Formula large Powder lead item code     166124   Sip On Diaper Big Pack S 2 4   13975   Gerber Formula large Powder lead item code     166125   Sip On Diaper Big Pack S 5   101935   Gerber Baby Food lead item (any iem)     16724   Little Movers 3 Big Pack   140267   Gerber Organic Baby Food lead item (any iem)     16725   Little Movers 3 Big Pack   18342   Graduates Toddler Offer lead code     16726   Little Movers 4 Big Pack   137363   Graduates Toddler Offer lead code     16726   Little Movers 5 Big Pack   129758   GERBER GRADUATE LIL CRUNCHIES MILD CHEDDAR     16727   Little Movers 6 Big Pack   129758   GERBER GRADUATE LIL CRUNCHIES MILD CHEDDAR     16728   Snug & Dry S 2 Jumbo Pk   88633   GER BER JUIC 23 CZ APPLE     16729   Snug & Dry S 2 Jumbo Pk   88633   GER OATMEAL BAN CEREAL     166110   Little Snugglers 1 Jumbo   88598   LTJGER MIXED CEREAL     166105   Little Snugglers 1 Jumbo   88591   LTJGER MIXED CEREAL     166106   Little Movers 3 Jumbo   121171   GER RICE CEREAL     166106   Little Movers 5 Jumbo   121171   GER RICE CEREAL     166107   Little Movers 5 Jumbo   121171   GER RICE CEREAL     166108   Little Mo				
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     166120   Snug & Dry S 5 Giant Pack   183104   Girl 3t-4t Big Pack     166120   Snug & Dry S 5 Giant Pack   183103   Boy 3t-4t Big Pack     166120   Snug & Dry S 5 Giant Pack   183104   Girl 3t-4t Big Pack     166120   Little Movers S4 Giant Pack   183104   Girl 3t-4t Big Pack     166046   Little Movers S4 Giant Pack   183113   Boy 4t-5t Big Pack     160648   Little Movers S5 Giant Pack   183113   Boy 4t-5t Big Pack     160648   Little Movers S5 Giant Pack   183113   Boy 4t-5t Big Pack     160649   Slip On Diaper Big Pack Sz 4   13975   Gerber Formula large Powder lead item code     160640   Little Movers S5 Giant Pack   140267   Gerber Organic Baby Food lead item (any iem)     140287   Little Movers 3 Big Pack   140267   Gerber Organic Baby Food lead item (any iem)     140288   Little Movers 4 Big Pack   137363   Graduates Toddler Offer lead code     140289   Little Movers 5 Big Pack   137363   Graduates Toddler Offer lead code     140280   Little Movers 6 Big Pack   129758   GERBER GRADUATE LIL CRUNCHIES MILD CHEDDAR     140840   Little Movers 6 Big Pack   137364   GERBER GRADUATE LIL CRUNCHIES ZESTY TOMATO     1707857   Overnite S 5 JP   88633   GERBER JUIC 32 OZ APPLE     182962   Snug & Dry S 2 Jumbo Pk   29517   GER OATMEAL CEREAL     166110   Snug & Dry S 3 Jumbo Pk   29517   GER OATMEAL CEREAL     166111   Snug & Dry S 5 Jumbo Pk   88586   (LT)GER MIXED CEREAL     166106   Little Snugglers Lymbo   88591   (LT)GER RIXED CEREAL     166107   Little Movers 4 Jumbo   121171   GER RICE CEREAL     166108   Little Movers 5 Jumbo   121171   GER RICE CEREAL     166109   Little Movers 5 Jumbo   121171   GER RICE CEREAL     1661010   Little Movers 5 Jumbo   121171   GER RIC				·
125217   Snug & Dry S 6 Big Pack   PULL-UPS Training Pants Big Pack   183101   Boy 2t-3t Big Pack   183101   Boy 2t-3t Big Pack   183102   Girl 2t-3t Big Pack   183102   Girl 2t-3t Big Pack   183102   Girl 2t-3t Big Pack   183103   Boy 3t-4t Big Pack   183104   Boy 4t-5t Big Pack   183104   Boy 4t-5t Big Pack   183103   Boy 4t-5t Bi				·
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           140299         Little Movers 6 Big Pack         137363         Graduates Toddler Offer lead code           140290         Little Movers 6 Big Pack         137364         GERBER GRADUATE LIL CRUNCHIES MILD CHEDDAR           48948			955042	
166118         Snug & Dry S 4 Giant Pack         183102         Girl 2I-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           960648         Little Movers S4 Giant Pack         183113         Boy 4t-5t Big Pack           960648         Little Movers S5 Giant Pack         GERBER           948010         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)           140287         Little Movers 3 Big Pack         140267         Gerber Organic Baby Food lead item (any iem)           140288         Little Movers 4 Big Pack         140267         Gerduates Toddler Offer lead code           140289         Little Movers 5 Big Pack         137363         Graduates Toddler Offer lead code           140289         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           186112 <t< td=""><td></td><td></td><td>100101</td><td></td></t<>			100101	
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           948010         Slip On Diaper Big Pack S2 4         13975         Gerber Formula large Powder lead item code           948010         Slip On Diaper Big Pack S2 5         101935         Gerber Formula large Powder lead item (any iem)           939125         Little Snugglers 2 Big Pack         140267         Gerber Organic Baby Food lead item (any iem)           40288         Little Movers 3 Big Pack         140267         Gerber Organic Baby Food lead item (any iem)           410289         Little Movers 4 Big Pack         88442         Graduates Toddler Offer lead code           140298         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 JUICE 32 OZ APPLE           182962         Snug & Dry S 2 Jumbo Pk         81378         GERBER JUICE 32 OZ APPLE <td></td> <td></td> <td></td> <td>, ,</td>				, ,
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           140280         Little Movers 6 Big Pack         129758         GERBER GRADUATE LIL CRUNCHIES MILD CHEDDAR           48948         Overnite S 4 JP         137364         GERBER JUICE 32 OZ APPLE           182962         Snug & Dry S 2 Jumbo Pk         88633         GERBER JUICE 32 OZ APPLE           166112         Snug & Dry S 3 Jumbo Pk         29517         GER OATMEAL CEREAL				
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	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		

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	tem Codes and Description	# 2450005 Fabra	uary Mom Saver/Bolthouse Farms product 3/1/15

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 40Z
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 270Z
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
	J&J BABY OIL GEL CO/BUTTR
164375	J&J BBY BUB BATH/WASH
	J&J BABY BED BUBB/WSH
	J&J BABY OIL WASH SHEA&CB
	J&J BABY OIL WASH PINK
	J&J NATURAL HTT BABY WASH
	J&J BABY HAND/FACE WIPES
	J&J NATURAL BABY SHAMPOO
	J&J NATURAL BABY LOTION
	J&J BABY HONEY APPLE WASH
	J&J BABY POWDER
	J&J BBY PWDR L&C
	J&J BBY PWDR CRN STRCH
	J&J BBY PWDR MEDICATED
	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
Kimberly Clark Baby Products	
Goodnites Youth Pants	
Pull-Ups Training Pants Big Pack	
Johnson & Johnson Products	
Gerber Products	
Bolthouse Farms Beverage All	
Varieites	
Bolthouse Farms Salad	
Dressings all varieties	

# **KIT CONTENTS**

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

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 (1) one jar of Bolthouse Farms Cilantro Avocado Dressing
- Up to (1) one jar of Bolthouse Farms Classic Ranch Yogurt Dressing
- Up to (1)one bag of Publix Bag Ice

 Up to (2) two bottles of Bolthouse Farms Green Goodness  Up to(1) one bag of Publix Romaine Lettuce

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**

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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. Pleas 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 Bothouse 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.

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### **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 <b>3-Days</b> 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.

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### **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 <b>Bolthouse Farms Beverage All Varieites, Bolthouse Farms Salad Dressings all varieties</b> . 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.

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### **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 <u>must be displayed</u>.** 

#### **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.

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