

Picture Notice

Please ensure you are taking photos of your event and customer interactions for this event.

Please send all photos from this event to your supervisor through email or text, whichever is more convenient.

**Let your supervisor know if you have any questions.
Good luck with your event!**



In Store Sampling

Publix®

WHERE SHOPPING IS A PLEASURE®



Holiday Entertaining!



Featuring Southern Style Pimento & Gold Peak Tea

Elements:

Products:

Price's Pimento Cheese

Southern Style (sample with celery)

Also feature Original on Display

Gold Peak Tea

Sweet, Unsweet and Green Tea

300 Top Volume Publix Stores

All Divisions

Dates:

December 18 – 20, 2015

11am to 5pm



Event Instructions

3450063 - Gold Peak Tea & Pimento Cheese

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
Gold Peak Green Tea (64 oz)	000-49000-0655 9	399853	1 Bottle	2 oz	34	Purchased at Store
Gold Peak Sweet Tea (64 oz.)	000-49000-0640 6	399831	1 Bottle	2 oz	34	Purchased at Store
Gold Peak Unsweetened Tea (64 oz)	000-49000-0640 7	399832	1 Bottle	2 oz	34	Purchased at Store
Prices's Southern Style Cheese-Pimento	41757-66892	--	2 package s	1 level teaspoon	100	Purchased at Store
SUBSTITUTE PRODUCT	UPC CODE	RETAILER CODE				
Prices's Southern Style Cheese - Original	41757-15867	For Display Only				

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
<p>Gold Peak Tea - All Varieties</p>	<ul style="list-style-type: none"> • <i>If you want home-brewed taste, start with mountain-grown tea, pure filtered water and just the right balance of sweetness.</i> • <i>That's what we do at Gold Peak, and it's why we get that perfectly crafted iced tea taste every time. So, open up some Gold Peak Tea, and enjoy the taste that brings you home.</i> • <i>Gold Peak® Unsweetened Tea -Our Unsweetened Tea is made with high-quality tea leaves, for an authentic taste that always makes you feel right at home.</i> • <i>Gold Peak® Sweet Tea- What gives our Sweet Tea such authentic home-brewed taste? Cane sugar, for a taste that's perfect with a backyard barbecue or lounging in the shade.</i> • <i>Gold Peak® Green Tea-Our Green Tea is crafted with cane sugar and the high-quality tea leaves for a refreshing, natural flavor perfect with chicken or fish.</i> • <i>Enjoy other flavors offered by Gold Peak such as Gold Peak Raspberry Ice tea, Gold Peak Lemonade Ice Tea, Gold Peak Lemon Ice Tea, and Gold Peak Diet Ice tea.</i>
<p><i>Prices's Southern Style Cheese</i></p>	

KIT CONTENTS

♦ 250 2 oz Souffle Cups	♦ 1 Debit Card	♦ 1 Gloves (3 Pair)	♦ 1 Paperwork (version noted on manifest)
♦ 1 PromoReport Form	♦ 1 Training Manual		

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

- ♦ 1 Bag of Ice *
- ♦ 1 Bundle of Celery *
- ♦ 1 Publix Gallon of Water *
- ♦ 2 packages of Prices's Southern Style Cheese-Pimento
- ♦ 1 Bottle of Gold Peak Green Tea
- ♦ 1 Bottle of Gold Peak Sweet Tea
- ♦ 1 Bottle of Gold Peak Unsweetened Tea

Do not exceed \$21.85 (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, Cutting Board (not wood), Demo Kit, Demo Table, Easel Cards, Knife, Paper Towels, Pen, PromoReport Form, Table Cloth, Training Manual, Teaspoon to serve cheese
Glass Bowl to display product on ice
Bowl to wash celery
Trash bag & can
Serving Tray
, 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.

Please arrive on time for your special event. Check in with the Grocery Manager or Store Manager and advise them you are there to sample Gold Peak Ice Tea and Price's Southern Style pimento cheese in their store. Please set up in Deli Department or a location as directed by manager.

Upon Arrival please purchase your bag of ice, celery, and water.

This is a 6 hour event. Your store hours are 11am-5pm.

Client is requesting photos. Clients will be auditing the events.

EVENT INSTRUCTIONS

www.promoworks.com • 1.877.699.6275

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SAMPLE PREPARATION / EVENT TIPS

Before starting your event, chill the bottles of the Gold Peak Tea, if you cannot find already chilled product in the store. You will need to serve chilled samples. Do not add ice to the tea as it will dilute the taste. You are authorized to purchase ice for your cooler. Remember to keep bottles of tea chilling in order to have enough to last throughout the event.

To sample the Gold Peak Tea:

Build an attractive display using all of the Gold Peak Varieties available.

- Pour approximately 2 oz. of the Chilled Gold Peak Tea in a drink cup and hand to interested shoppers.
- Rotate through the flavors, but please have the shopper sample the flavor of their choice.
- Talk to the shoppers about the product attributes, and know the location of the product in the store.
- Smile and be Engaging!

To sample Price's Southern Style Pimento Cheese:

You will purchase 2 units of the Price's Southern Style Pimento Cheese, a bundle of celery and 1 gallon of Publix water.

If needed, you are authorized to substitute the Price's Southern Style Original Cheese.

- Wash the Celery, dry and cut into sticks.
- Scoop 1 level teaspoon of the Price's Southern Style Pimento Cheese into a soufflé cup with a celery stick and serve to interested shoppers with a napkin.
- You should yield approximately 35-40 samples from each container of Price's Southern Style Pimento Cheese. DO NOT give out samples of heaping teaspoons.

SAMPLE PREPARATION / EVENT TIPS Continued

- Always be aware of the variety/flavors you are sampling and displaying and the shelf locations.
- Be sure you can recite the sales benefits and any special pricing that applies. Know your product!
- Smile and be Engaging! Have fun!

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 **Gold Peak Tea - All Varieties, Prices's Southern Style Cheese**. 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.

POST EVENT Continued

- 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.

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 ingredient statement on each package of the product they sample for the most up-to-date information on the ingredients contained in that product. This product does contain caffeine.

Please recycle your consumer engagement materials when possible.

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