

***** HOT SHEET *****

**7530236 - 6/2 SR Hispanic - Nestlé
El Mejor Nido**

Please note:

MAKE SURE YOU ALSO REFER TO THE NESTLE EL MEJOR NIDO INFORMATION SHEETS & SCRIPT THAT WERE ALSO INCLUDED WITH YOUR IN-STORE TRAINING MANUAL.

BE SURE TO INFORM CONSUMERS OF THE FOLLOWING: For even more recipe and menu planning ideas visit elmejornido.com and join the conversation at facebook.com/elmejornido.com

MAKE SURE YOU ALSO DISPLAY THE NON-SAMPLED NON-REFRIDGERATED/NON-FREEZER ITEMS LISTED IN YOUR IN-STORE TRAINING MANUAL. DO NOT DISPLAY THE DIGIORNO, HOT POCKETS, STOUFFER'S OR LEAN CUISINE ITEMS.

***** Thank you! *****

Execution Accountability Guidelines

In an effort to improve our performance and drive our success with Wakefern, the following accountability processes will be implemented immediately:

Please be aware that the amounts listed in your Training Manual under Demo Shopping List, are only **suggested** amounts. If you run out of sample product prior to the end of the demo, and have spent the amount listed, you are authorized to purchase enough additional products to last to the end of your event. Keep in mind the total amount cannot exceed \$100.

Engagement Specialist cannot multitask and co-mingle personal purchases, while in line for demo purchases. All personal purchases must be a separate transaction at the end of the work day.

- **Execution Date**
 - All demos **MUST** be executed on the **specific date** assigned. If an emergency situation arises, you are to contact the Field Support Team (Hotline #: 1-800-238-9199) immediately.
- **Swipe Policy – Your assignment will follow one of these THREE options...**

	SWIPE 1 - START OF DAY	SWIPE 2 - BEFORE LUNCH	SWIPE 3 - AFTER LUNCH	SWIPE 4 - END OF DAY
TYPE OF DEMO	10:00 AM	12:15 PM	12:45 PM	4:00 PM
OPTION A	PURCHASE 1 ITEM EACH	PURCHASE ALL ITEMS	PURCHASE 1 ITEM EACH	PURCHASE ALL REMAINING OPEN
PRODUCT & SUPPLY PURCHASE	OF DEMO SUPPLIES LISTED IN YOUR MANUAL BEFORE STARTING DEMO	COMPLETELY USED TO THIS POINT IN THE DAY INCLUDING PRODUCT	OF DEMO SUPPLIES LISTED IN YOUR MANUAL IF NEEDED	SUPPLY ITEMS AND PRODUCT THAT HAVE NOT BEEN PREVIOUSLY PAID FOR
OPTION B	PURCHASE 1 ITEM EACH	NOT APPLICABLE	PURCHASE 1 ITEM EACH	PURCHASE ALL REMAINING OPEN
SUPPLY PURCHASE ONLY NO PRODUCT PURCHASE	OF DEMO SUPPLIES LISTED IN YOUR MANUAL BEFORE STARTING DEMO	NO SWIPE NECESSARY	OF DEMO SUPPLIES LISTED IN YOUR MANUAL IF NEEDED	SUPPLIES THAT HAVE NOT BEEN PREVIOUSLY PAID FOR
OPTION C	PURCHASE 1 PACKAGE OF	NOT APPLICABLE	NOT APPLICABLE	PURCHASE 1 PACKAGE OF
NO SUPPLY PURCHASE NO PRODUCT PURCHASE	RAMEN NOODLES BEFORE STARTING DEMO	NO SWIPE NECESSARY	NO SWIPE NECESSARY	RAMEN NOODLES AT THE END OF YOUR DAY

Execution Policy:

- The Field Support Team must be communicated to on any issues that prevent execution **before** the event day
- Product Check Pre-Calls must be completed. You must speak with the **CGO Coordinator** (computer-generated ordering) OR the **Scanning Coordinator** at the store.
- Product purchase completion/proper use of gift card
- Event Execution Completed on Scheduled/Contracted Day
- Event Calls **MUST** be completed by Midnight on the day of the event
- Accurate Completion and on time Mailing of Paperwork

Accountability Process:

In cases where agents have multiple occurrences of execution issues, the following will occur:

- The first occurrence of an execution issue will result in a verbal notice from the Project Staffing Coordinator and/or Area Manager.
- A second occurrence of an execution issues will result in receiving an IC Assessment which will be filed (written documentation of performance issue).
- A third occurrence of an execution issue will mandate a 30-day probationary period and may result in termination of contract.
 - If a probationary period applies, any additional occurrence of an execution issue will result in immediate termination of contract.



- Atlanta
- Baltimore
- Battle Creek
- Bentonville
- Boise
- Calgary
- Chicago
- Cincinnati
- Dallas
- Denver
- Hartford
- Houston
- Los Angeles
- New York
- Orlando
- Philadelphia
- Phoenix
- Pleasanton
- Portland
- Sacramento
- Salt Lake City
- Seattle

Zero Tolerance - Shoplifting or Theft

Events involving shoplifting or theft of store items in connection with the performance of a product demonstration have caused both our clients and our Company serious concern. Shoplifting is stealing whether it involves a store item unrelated to the product demonstration or excess product from a sampling event, regardless of value. Clients have reaffirmed their intention to take aggressive action against offenders, and we support such action.

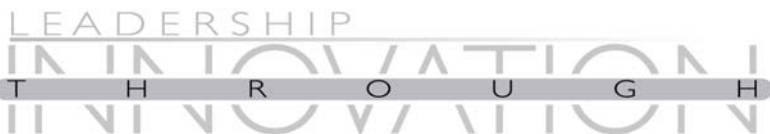
This notification is being provided to you as an incumbent engagement specialist to put you on notice of this policy and its importance to you, our clients and our Company. Our policy with respect to shoplifting or theft, whether deliberate or unintentional, while performing an event obtained through our Company, is to fully cooperate with any criminal prosecution of the individual involved, as the law requires.

Additionally, to highlight the importance of this issue, we have amended all relevant documents to emphasize the fact that by accepting offers of work obtained through our Company you are agreeing to indemnify the Company against liabilities arising out of your acts or omissions while performing a client project you obtain through us.

This includes any liability we incur as a result of a client imposing on our Company a financial sanction or penalty resulting from your actions if it is determined that you have engaged in shoplifting or other forms of theft in connection with the performance of a product demonstration event. Such fines have amounted to \$1000 or more and any event specialist proven to have stolen or shoplifted will be responsible for reimbursing the Company. The Company reserves the right to pursue all options at its disposal to recover any amount due.

Your compliance with this policy is a condition of your continued Independent Contractor relationship with our Company.

Senior Management



300 North Martingale Road · Schaumburg, IL 60173
847-310-2600 · fax 847-310-2663



In-Store Sampling Training Manual

Wakefern

7530236 - 6/2 SR Hispanic - Nestlé El Mejor Nido



IMPORTANT INFORMATION TO READ BEFORE EXECUTING THE IN-STORE DEMO

Today you are sampling...

DSD Ice Cream : Edy's Outshine Fruit Bars

Edy's Outshine Fruit Bars - Coconut Waters with
Pineapple (16.1oz) - UPC:004154882015 - Retailer
Code:500004273

Edy's Outshine Fruit Bars - Strawberry (16.1oz) -
UPC:004154861004 - Retailer Code:500000855

As well as promoting...

Frozen Foods & DSD Frozen Food : Stouffer's; Hot
Pockets; Lean Cuisine; DiGiorno

DiGiorno - 12" Rising Crust Supreme Pizza
UPC:007192100337 Retailer Code:430001384 Pack
Size:32.7oz

Hot Pockets - Pepperoni Pizza UPC:004369507111
Retailer Code:065106364 Pack Size:9oz

Lean Cuisine - Sesame Chicken UPC:001380065455
Retailer Code:065210113 Pack Size:9oz

Stouffer's - Mac & Cheese UPC:001380019003 Retailer
Code:065190119 Pack Size:76oz

Grocery : Nestlé Pure Life, Juicy Juice; Nesquik Powder,
Butterfinger; Nescafé Clasico; Wonka Nerds

Nestlé Pure Life Purified Water UPC:006827483461
Retailer Code:011371014 Pack Size:101.4oz

Wonka Nerds - Strawberry & Grape UPC:007920003951
Retailer Code:010014871 Pack Size:12oz

Nestlé Juicy Juice - Apple UPC:002800000824 Retailer
Code:010120614 Pack Size:64oz

Nestlé Nesquik Powder - Chocolate UPC:002800068090
Retailer Code:010304543 Pack Size:21.8oz

Nestlé Butterfinger - Fun Size UPC:002800021168 Retailer
Code:010016328 Pack Size:11.5oz

Nescafé Clasico Coffee - Regular UPC:002800046631
Retailer Code:010270079 Pack Size:7oz

Grocery, Grocery Service & DSD Grocery: Nestlé La
Lechera, Abuelita, Coffee-Mate, Carnation; Maggi

Carnation Evaporated Milk UPC:005000001011 Retailer
Code:010321121 Pack Size:12oz

Nestlé La Lechera Condensed Milk - Sweetened
UPC:002800051780 Retailer Code:440009704 Pack
Size:14oz

Maggi Bouillon - Chicken UPC:002800012387 Retailer
Code:440036318 Pack Size:10.2oz

Nestlé Abuelita Tablets - Chocolate UPC:002800015785
Retailer Code:440033248 Pack Size:19oz

Nestlé Coffee-Mate Creamer UPC:005000030162 Retailer
Code:315632373 Pack Size:16oz

Kit Contents

1 Gift Card Activation Form
1 Paperwork (version noted on manifest)
1 PromoReport Form
1 Training Manual
200 Coupon: DSD Ice Cream : Edy's Outshine Fruit Bars:
Coupon recipe booklet, \$6.20 value, exp. 7/31/13

Demo Shopping List

1 Antibacterial Wipes 40ct UPC:007682804703
1 SR Napkins 250ct UPC:004119001744
10 SR Plastic Spoons 24ct UPC:004119045654
3 of Edy's Outshine Fruit Bars - Coconut Waters with Pineapple Retailer Code:500004273
3 of Edy's Outshine Fruit Bars - Strawberry Retailer Code:500000855
3 SR 3oz Plastic Cups 100ct UPC:004119001626

Do Not Exceed \$59.25 total for product and supplies.

Unlisted substitutions of products may be seen as unauthorized purchases and may result in a deduction after demo completion.

Promotional Information

Distribution Goals

200 DSD Ice Cream : Edy's Outshine Fruit Bars Coupon recipe booklet, \$6.20 value, exp. 7/31/13 (coupons)

125 Edy's Outshine Fruit Bars - Coconut Waters with Pineapple (samples)

Purchased at Store

125 Edy's Outshine Fruit Bars - Strawberry (samples)

Purchased at Store

Store and Product Pre-Check (Pre-Call)

- ◆ Contact your store at least 24 Hours prior to the execution and advise the department manager that you will be executing the *6/2 SR Hispanic - Nestlé El Mejor Nido* 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
- ◆ -Serving tray
- ◆ -Knife
- ◆ Waste Basket
- ◆ Cutting Board
- ◆ Pen
- ◆ Allergy Sign (if applicable)
- ◆ Demo Kit
- ◆ PromoReport Form
- ◆ Cooler
- ◆ Gift Card
- ◆ Uniform

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 **DSD Ice Cream : Edy's Outshine Fruit Bars**. 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 **DSD Ice Cream : Edy's Outshine Fruit Bars, Frozen Foods & DSD Frozen Food : Stouffer's; Hot Pockets; Lean Cuisine; DiGiorno, Grocery : Nestlé Pure Life, Juicy Juice; Nesquick Powder, Butterfinger; Nescafé Clasico; Wonka Nerds, Grocery, Grocery Service & DSD Grocery: Nestlé La Lechera, Abuelita, Coffee-Mate, Carnation; Maggi** 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 **DSD Ice Cream : Edy's Outshine Fruit Bars** 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 - 01, Frozen foods - 06, Grocery service - 31, Dsd frozen food - 43, Dsd grocery - 44, Dsd ice cream - 50** section - **your total purchase should not exceed \$59.25 (including tax)**. Please consult your agency for proper product reimbursement procedures in your chain.
 - ◆ 1 Antibacterial Wipes 40ct UPC:007682804703
 - ◆ 1 SR Napkins 250ct UPC:004119001744
 - ◆ 10 SR Plastic Spoons 24ct UPC:004119045654
 - ◆ 3 of Edy's Outshine Fruit Bars - Coconut Waters with Pineapple
 - ◆ 3 of Edy's Outshine Fruit Bars - Strawberry
 - ◆ 3 SR 3oz Plastic Cups 100ct UPC:004119001626
- 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.
 - DSD Ice Cream : Edy's Outshine Fruit Bars
 - ◆ **Edy's Outshine Fruit Bars are a healthy fat free snack, made with real fruit and fruit juice, and a great source of Vitamin C.**
 - ◆ **Strawberry: Made with real strawberries. An excellent source of Vitamin C. Fat free. 70 calories.**
 - ◆ **Coconut Waters with Pineapple: Made with young coconut water and real pineapple. An excellent source of Vitamin C. Fat free. 60 calories.**
 - Grocery : Nestlé Pure Life, Juicy Juice; Nesquik Powder, Butterfinger; Nescafé Clasico; Wonka Nerds
 - ◆ **Nestlé Pure Life Purified Water goes through a multi-step process of filtration that involves reverse osmosis and/or distillation. Nestlé then enhance the water with a unique blend of minerals for great taste.**
 - ◆ **Delight your kids and feed your imagination with the delicious treats from WONKA. All WONKA candies are perfect for piñatas or as a lunch box or afternoon treat!**
 - ◆ **All Natural 100% fruit juice with no added sugar, JUICY JUICE is a delicious, easy way for you to ensure your kids get at least one of their daily recommended servings of fruits.**
 - ◆ **Turn milk into a delicious, nutritious drink for your family. NESQUIK has 25% less sugar than the leading syrup brand and is specially fortified with added calcium, Vitamin C and other essential vitamins and minerals.**
 - ◆ **NESTLÉ BUTTERFINGER...Only a candy bar this crispety, crunchety and peanut-buttery can make you weak in the mouth, even after all these years.**
 - ◆ **NESCAFÉ CLASICO is 100% pure coffee, made from a blend of selected coffee beans, carefully roasted to capture its full flavor and aroma.**
 - Grocery, Grocery Service & DSD Grocery: Nestlé La Lechera, Abuelita, Coffee-Mate, Carnation; Maggi
 - ◆ **With NESTLÉ LA LECHERA, you can treat your family to delicious desserts & sweet treats quickly & easily. From classics like gelatin or flan to toppings for your kids' favorite treats.**
 - ◆ **MAGGI has been a key ingredient on Latino dinner tables for years, featuring products such as Bouillons, Soups and Seasonings to name a few.**
 - ◆ **NESTLÉ ABUELITA always brings that sweet touch to your favorite fruits and desserts, and now more conveniently with NESTLÉ ABUELITA Chocolate Syrup. Use it to prepare your kid's milk or to sweeten up any moment of your day.**
 - ◆ **The perfect balance of flavor, creaminess and aroma to make any coffee enjoyable. Enjoy the flavors of COFFEE-MATE, powder or liquid, and don't miss the new café collection.**
 - ◆ **For more than 100 years, CARNATION milk products have been staples in America's kitchens.**
 - Frozen Foods & DSD Frozen Food : Stouffer's; Hot Pockets; Lean Cuisine; DiGiorno
 - ◆ **DIGIORNO products taste as good as the ones at the pizzeria, because they come out fresh, rich and warm. From garlic bread, to thin crust pizza or flatbreads, your family will be surprised with these home baked flavors.**
 - ◆ **When you need a satisfying snack at home or on the go, try HOT POCKETS sandwiches! With many delicious varieties, you'll be sure to satisfy your hunger with just the right food! Ready in minutes.**
 - ◆ **Whether it's food or fashion, it's all about taste! The chefs at Lean Cuisine are going culinary chic!**
 - ◆ **With a selection of frozen entrees, side dishes and new skillet dinners, STUFFER'S meals offer quick and easy family dinner options. Made with real, quality ingredients for a delicious taste that the whole family will love.**

Executing the Demo

- ◆ **Enthusiastically engage consumers, make eye contact, greet them with a smile and a friendly approach.**
- ◆ Offer sample(s) of **DSD Ice Cream : Edy's Outshine Fruit Bars** to consumers and inform them of the features and benefits of each product(s).
- ◆ Always wear gloves when handling food.

- ◆ To set up for the ShopRite Hispanic - Nestlé El Mejor Nido Demo (BE SURE TO INFORM CONSUMERS OF THE FOLLOWING: For even more recipe and menu planning ideas visit elmejornido.com and join the conversation at [facebook.com/elmejornido.com](https://www.facebook.com/elmejornido.com)):
 - Make sure you follow OPTION A as detailed in your "How to Use Your ShopRite Gift Card" & "Execution Accountability Guidelines" documents when executing this event
 - Save packages of additional products and supplies needed for sampling and pay for them at the appropriate times of the day
 - Keep receipts with the empty packages for proof of purchase
 - Obtain ice and food handler gloves from the APPY/Food Service department
 - Keep perishable items cold in an ice chest until ready to use
 - Set up near the product to be sampled
 - Keep area neat and clean, making sure that trash never overflows
 - Make a display of the products on your table (MAKE SURE YOU ALSO DISPLAY THE NON-SAMPLED NON-REFRIDGERATED/NON-FREEZER ITEMS LISTED IN YOUR IN-STORE TRAINING MANUAL. DO NOT DISPLAY THE DIGIORNO, HOT POCKETS, STOUFFER'S OR LEAN CUISINE ITEMS.)

To Sample Edy's Outshine Fruit Bars (IF NOT STANDING NEXT TO THE ICE CREAM FREEZER, MAKE SURE ALL CONTAINERS OF FRUIT BARS ARE KEPT COLD AND SUBMERGED IN A COOLER WITH ICE. KEEP OPENED CONTAINERS OF FRUIT BARS SUBMERGED IN THE COOLER WITH ICE AS WELL WHILE SERVING SAMPLES.):

- Make sure Edy's Outshine Fruit Bars are kept cold
 - Open a Edy's Outshine Fruit Bar and cut into 1/8th sized samples
 - Place a Edy's Outshine Fruit Bar sample into a 3oz plastic cups and on a serving tray
 - Serve with a plastic spoon and napkin
 - Remind consumers to cleanse with Antibacterial Wipes
 - Serve only fresh cold samples; discard any samples that have become old
 - Recite Key Selling Points to consumers
 - Offer product coupon recipe booklets
 - Know the product location and price point
 - Alternate a Edy's Outshine Fruit Bar varieties throughout the day
-
- ◆ During your pre-call, ask for the CGO coordinator or the Scanning Coordinator and have item codes/UPC codes in hand to recite to that individual. Contact your agency immediately if products are not available.
 - ◆ 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.
 - ◆ Offer coupon(s) to consumers for ***DSD Ice Cream : Edy's Outshine Fruit Bars Coupon recipe booklet, \$6.20 value, exp. 7/31/13.***
 - ◆ Do not leave samples or coupons unattended at any time.
 - ◆ 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*****

- ◆ There are no specific Allergy Warnings for this product, however 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.

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 destroy all remaining coupons or leave with a store manager.
- ◆ Please do not leave the store with coupons or sample product.
- ◆ Take the ending inventory of **DSD Ice Cream : Edy's Outshine Fruit Bars** 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) 243-4808 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.

Reference Images



















El mejor nido



Good Food, Good Life

NESTLÉ HISPANIC MULTI-BRAND Q2 - Spring/Summer 2013



What is NESTLÉ EI Mejor Nido?

It is a Nestlé platform program developed to reach bi-cultural Hispanics within the U.S. Its purpose is to provide shoppers recipes, meal ideas and inspiration to enhance everyday family time together.

Nestlé EI Mejor Nido understands Latinos' passion and culture. Food is a main connection to culture. Regardless of acculturation and language, Hispanics blend food choices complementing Latin favorites prepared with brands such as ABUELITA[®], MAGGI[®], LA LECHERA[®] and CLÁSICO[™] with American foods COFFEE-MATE[®], STOUFFER'S[®], OUTSHINE[®] and NESQUIK[®].

EI Mejor Nido includes the variety of brands shown



Sample Script to Greet Shoppers

Hi! Would you like to try a sample of EDY'S® OUTSHINE® Fruit Bars? They are a healthy fat free snack, made with real fruit or fruit juice and a great source of Vitamin C.

TODAY ONLY, we are providing you a **FREE** handout which includes delicious meal ideas to enhance family celebrations such as Mother's/Father's Day, graduations, birthday parties, picnics and barbeques.

This handout also includes **money saving** coupons that you can use today or on your next shopping trip at SHOPRITE. For even more recipe and menu planning ideas visit elmejornido.com and join the conversation at facebook.com/elmejornido.com.

Hand one (1) handout to shopper

NESTLÉ brands provide something for every taste! You can select from authentic beverages, culinary ingredients and condensed milks, refreshing ice cream bars, sweet treats and even convenient meals and snacks. Enjoy all your family's favorite products, plus discover some new items that you may not have known were from NESTLÉ®.

Thank you...enjoy the rest of your shopping!


Participating Products in El Mejor Nido

THE TASTE OF HOME

	<p>Nestlé® La Lechera® Sweetened Condensed Milk Available in regular (can and squeeze), Dulce de Leche (can and squeeze) and 50% less sugar</p>	<p>With NESTLÉ® LA LECHERA®, you can treat your family to delicious desserts and sweet treats quickly and easily. From classics like gelatin or flan to toppings for your kids' favorite treats, you can trust the quality and tradition of NESTLÉ® LA LECHERA® to make all your recipes turn out right!</p>
	<p>Abuelita® Available in Granulado, Syrup, Tabs and Instant</p>	<p>NESTLÉ® ABUELITA™ always brings that sweet touch to your favorite fruits and desserts, and now more conveniently with NESTLÉ® ABUELITA™ Chocolate Syrup. Use it to prepare your kid's milk or to sweeten up any moment of your day.</p>
	<p>Maggi® Available in bouillon tabs and granulated and soups mixes</p>	<p>MAGGI® has been a key ingredient on Latino dinner tables for years, featuring products such as Bouillons, Soups and Seasonings to name a few. MAGGI® is able to bring any family together to share a delicious, home-cooked meal that comes from the heart.</p>
	<p>CARNATION® Evaporated Milk Available in regular, fat free and low-fat</p>	<p>Adds rich creamy taste to your recipes</p>





Participating Products in El Mejor Nido

FLAVORFUL BEVERAGES

	<p>Nestlé® Nesquik® Available in Chocolate and Strawberry Powder and Syrup and Ready to Drink</p>	<p>Turn milk into an irresistibly delicious, nutritious drink for your family. NESQUIK® Powder has 25% less sugar than the leading syrup brand and is specially fortified with added calcium, Vitamin C and other essential vitamins and minerals to help build strong bones.</p>
	<p>Nestlé® Coffee-Mate® Available in liquid and powder</p>	<p>The perfect balance of flavor, creaminess and aroma to make any coffee enjoyable. Enjoy over 25 flavors of COFFEE-MATE®, powder or liquid, and don't miss the new café collection. COFFEE-MATE® makes each cup of coffee, the perfect drink. It's better when you add your Flavor.</p>
	<p>Nestlé® Juicy Juice®</p>	<p>All Natural 100% fruit juice with no added sugar, JUICY JUICE® is a delicious, easy way for you to ensure your kids get at least one of their daily recommended servings of fruits.</p>
	<p>Nescafé® Clásico™ Available in regular, decaf, Café de Olla and Suave</p>	<p>NESCAFÉ® CLASICO™ is 100% pure coffee, made from a blend of selected coffee beans, carefully roasted to capture its full flavor and aroma.</p>
	<p>Nestlé® Pure Life® Water</p>	<p>Every drop of water in every bottle of Nestlé® Pure Life® Purified Water goes through a multi-step process of filtration that involves reverse osmosis and/or distillation. We then enhance the water with a unique blend of minerals for great taste.</p>

Participating Products in El Mejor Nido

FAVORITES FOR EVERYONE

	<p>Hot Pockets® / Lean Pockets® Available in 2 pack and 12 pack</p>	<p>For an easy lunch or snack that's ready to go when you are, stock up on cheesy HOT POCKETS® brand stuffed sandwiches. Or for a lighter option, try LEAN POCKETS® brand stuffed sandwiches with 9g of fat or less.</p>
	<p>Stouffer's® Available in single serve, family and party size</p>	<p>STOUFFER'S® is devoted to bringing families together around the table to enjoy dinnertime meals. With a selection of frozen entrees, side dishes and new skillet dinners, STOUFFER'S® meals offer quick and easy family dinner options. STOUFFER'S® products are made with real, quality ingredients for a delicious taste that the whole family will love.</p>
	<p>DiGiorno® Pizza</p>	<p>DIGIORNO® products taste as good as the ones at the pizzeria, because they come out fresh, rich and warm. From garlic bread, to thin crust pizza or flatbreads, your family will be surprised with these home baked flavors.</p>
	<p>Lean Cuisine®</p>	<p>The chefs at LEAN CUISINE® are tossing, roasting and grilling flavorful ingredients to create tasty meals with no preservatives.</p>

Participating Products in El Mejor Nido

TASTY SNACKS



Nestlé® Butterfinger®
Available in singles and fun size

Delicious crispety crunchety, peanut-buttery candy you've known for all these years...still makes you say "Nobody's Gonna Lay A Finger On My BUTTERFINGER®"



Wonka®
Available in multi serve bags and singles

Delight your kids and feed your imagination with the delicious treats from WONKA®. From SweeTarts, to Laffy Taffy, and Spree, Nerds or Mix-Ups, all WONKA candies are perfect for piñatas or as a lunch box or afternoon treat!



Nestlé® Outshine® Fruit Bars
Available in 6 count and 12 count

Healthy, fat free snack, made with real fruit or fruit juice; Great source of Vitamin C (*varies by flavor)

How to Use Your ShopRite Gift Card



ShopRite Supermarkets

- ShopRite is a retailer cooperative that consists of 235+ stores in 6 different states- owned by 46 Member Groups. Each of these member groups has its own policies and procedures in place in regards to sampling demonstrations and Gift Card utilization. You must familiarize yourself with all regulations on a store by store basis. Please adhere to these policies at all times, if you have any issues with regards to these policies please notify your immediate supervisor for correction.

Important information regarding your ShopRite Gift Card utilization.

- If any unauthorized purchase is made using the ShopRite Gift Card, **the entire fraudulent balance will be the responsibility of you**, the agent. Only purchase the materials and quantity of materials authorized in your event training manual **"DEMO SHOPPING LIST"**.

If your ShopRite Gift Card is lost or stolen?

- You are responsible for any and all purchases made using your ShopRite Gift Card. So keep the card in a safe place! You will be using it frequently. In the event the card is misplaced or stolen, please **contact your agency supervisor immediately**. Your agency will then see to it that your card is deactivated* and a new card issued.
- *Once a gift card has been deactivated, it cannot be reactivated again.

Day of Demo, Before Arriving to the Store

Activate your Gift card by calling **1-888-600-2343**.

This will activate your card with the funds needed for your event.

When you call, have the following information located in the box below:

- Project #
- Store #
- Promo Report Code
- Store's Zip Code
- Month you are scheduled to work
- Day you are scheduled to work
- Your personnel number
- Last 9 digits of your ShopRite Gift Card

Back of ShopRite Gift Card



	SWIPE 1 - START OF DAY	SWIPE 2 - BEFORE LUNCH	SWIPE 3 - AFTER LUNCH	SWIPE 4 - END OF DAY
TYPE OF DEMO	10:00 AM	12:15 PM	12:45 PM	4:00 PM
OPTION A	PURCHASE 1 ITEM EACH	PURCHASE ALL ITEMS	PURCHASE 1 ITEM EACH	PURCHASE ALL REMAINING OPEN
PRODUCT & SUPPLY PURCHASE	OF DEMO SUPPLIES LISTED IN YOUR MANUAL BEFORE STARTING DEMO	COMPLETELY USED TO THIS POINT IN THE DAY INCLUDING PRODUCT	OF DEMO SUPPLIES LISTED IN YOUR MANUAL IF NEEDED	SUPPLY ITEMS AND PRODUCT THAT HAVE NOT BEEN PREVIOUSLY PAID FOR
OPTION B	PURCHASE 1 ITEM EACH	NOT APPLICABLE	PURCHASE 1 ITEM EACH	PURCHASE ALL REMAINING OPEN
SUPPLY PURCHASE ONLY NO PRODUCT PURCHASE	OF DEMO SUPPLIES LISTED IN YOUR MANUAL BEFORE STARTING DEMO	NO SWIPE NECESSARY	OF DEMO SUPPLIES LISTED IN YOUR MANUAL IF NEEDED	SUPPLIES THAT HAVE NOT BEEN PREVIOUSLY PAID FOR
OPTION C	PURCHASE 1 PACKAGE OF	NOT APPLICABLE	NOT APPLICABLE	PURCHASE 1 PACKAGE OF
NO SUPPLY PURCHASE NO PRODUCT PURCHASE	RAMEN NOODLES BEFORE STARTING DEMO	NO SWIPE NECESSARY	NO SWIPE NECESSARY	RAMEN NOODLES AT THE END OF YOUR DAY

24 hour Customer Service Assistance

Call 1-800-238-9199 (Extension #0)

Live Operator: Sunday and Monday 9 a.m. – 6 p.m. EST

Live Operator: Tuesday - Saturday 8 a.m. – 7 p.m. EST

Please note: If you have not used all the recommended sample product by the end of the day, do not purchase it to take home. You are only authorized to purchase product actually used.