

## Execution Accountability Policy

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 your Supervisor immediately.

**\*\*\*THIS PROJECT REQUIRES 4 GIFT CARD SWIPES\*\*\***  
**NO EXCEPTIONS**

### Shoprite Gift Card Purchase Instructions (Policy)

1. **MORNING SWIPE:** 10:00 am - Buy one item listed in your training manual in the morning as your check-in. Then find products and take enough to conduct the morning portion of your demo. (Save packages and wrappers).
2. **BEFORE LUNCH SWIPE:** Before your break purchase the product you used during the morning demo (using packages and wrappers). Your break is 30 minutes.
3. **AFTER LUNCH SWIPE:** After your break buy one item listed in your training manual (Needs to be completed within 45 minutes of your BEFORE LUNCH SWIPE). Then gather additional product you need to conduct the rest of demo.
4. **END OF DAY SWIPE:** 4:00 pm - At the end of the day purchase the products you used for the balance of the day. If you have no product to purchase you should purchase ramen noodles as your fourth and last swipe of the day.

### Execution Policy:

- Product Check Pre-Calls must be completed. You must speak with the **Department Manager** 3 days prior to your event to confirm the date of your demonstration and ensure that the product will be on the sales floor.
- If you cannot reach the **Department Manager**, contact the **CGO Coordinator** (computer-generated ordering) OR the **Scanning Coordinator** at the store.
- If the store is low on product or has no product on your precall please contact your supervisor immediately (**not** the Support Line). With enough notice, we can have the product sent to your store in time for your scheduled date.
- Product purchase completion/proper use of gift card (**Monitored Daily**)
- Event Execution Completed on Scheduled/Contracted Day (**Monitored Daily**)
- Event Reporting **MUST** be completed by Midnight on the day of the event (**Monitored Daily**)

### Accountability Policy:

In cases where Engagement Specialists have multiple execution issues, the following will occur:

- **First occurrence** – Engagement Specialist will receive a verbal notice from the Supervisor.
- **Second Occurrence** - Engagement Specialist will receive an Associate Counseling Form which will be filed (written documentation of performance issue).
- **Third occurrence** – Will result in a final written warning and may result in termination of employment.



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 employment relationship with our Company.

Senior Management



# Event Instructions

7550465 - 12/13 Friendly's Limited Edition & Seasonal IC

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
Friendly's Limited Edition Ice Cream - Eggnog (48oz)	002983940348	985680261	4	1.5oz	130	Purchased at Store
Friendly's Limited Edition Ice Cream - Sundae Nut Football (48oz)	002983900530	985680130	2	1.5oz	60	Purchased at Store
Friendly's Seasonal Ice Cream - Peppermint Stick (48oz)	002983900621	985680180	2	1.5oz	60	Purchased at Store

  

SUBSTITUTE PRODUCT	UPC CODE	RETAILER CODE
Friendly's Ice Cream - Chocolate 'n Vanilla (48oz)	002983900712	985684192

## 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
<b><i>Ice Cream : Friendly's Limited Edition &amp; Seasonal Ice Cream</i></b>	<ul style="list-style-type: none"><li>• <b><i>New Limited Edition &amp; Seasonal varieties from Friendly's.</i></b></li><li>• <b><i>Eggnog: A rich and creamy eggnog flavored premium ice cream. Sure to be a holiday favorite!</i></b></li><li>• <b><i>Sundae Nut Football: Vanilla Flavored Frozen Dairy Dessert With Peanut Butter Filled Chocolate Flavored Football Shaped Candies, Chocolate Covered Peanuts &amp; Fudge Swirl.</i></b></li><li>• <b><i>Peppermint Stick: Rich &amp; Creamy premium peppermint ice cream with red and green peppermint candy. It's a Holiday Classic!</i></b></li></ul>

## KIT CONTENTS

♦ 1 Gift Card Activation Form	♦ 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 Antibacterial Wipes 40ct  
UPC:007682804703 \*
- ◆ 1 SR Napkins 250ct  
UPC:004119001744 \*
- ◆ 10 SR Plastic Spoons 24ct  
UPC:004119045654 \*
- ◆ 3 SR 3oz Plastic Cups 100ct  
UPC:004119001626 \*
- ◆ 4 of Friendly's Limited Edition  
Ice Cream - Eggnog
- ◆ 2 of Friendly's Limited Edition  
Ice Cream - Sundae Nut  
Football
- ◆ 2 of Friendly's Seasonal Ice  
Cream - Peppermint Stick

**Do not exceed \$58.25 (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:

Aprons, Cooler, Demo Table, Gift Card, Pen, PromoReport Form, Training Manual, Uniform, -Serving tray  
-Ice cream scoops  
-Tablespoons, 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.***

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.

## EVENT INSTRUCTIONS

### SAMPLE PREPARATION / EVENT TIPS

To set up for the Friendly's Limited Edition & Seasonal Ice Cream Demo:

- Make sure you follow the instructions 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

[www.promoworks.com](http://www.promoworks.com) • 1.877.699.6275

©2013 PromoWorks All rights reserved. Information contained herein is confidential & proprietary.

## SAMPLE PREPARATION / EVENT TIPS Continued

- Keep area neat and clean, making sure that trash never overflows
- Make a display of the products on your table

To Sample Friendly's Limited Edition & Seasonal Ice Cream (ALLERGEN ALERT - USE SEPERATE SCOOP/SPOON & GLOVES WHEN SAMPLING SUNDAE NUT FOOTBALL VARIETY. IF NOT STANDING NEXT TO THE ICE CREAM FREEZER, MAKE SURE ALL CONTAINERS OF ICE CREAM ARE KEPT COLD AND SUBMERGED IN A COOLER WITH ICE. KEEP OPENED CONTAINERS OF ICE CREAM SUBMERGED IN THE COOLER WITH ICE AS WELL WHILE SERVING SAMPLES.):

- Make sure Friendly's Limited Edition & Seasonal Ice Cream is kept cold
- Scoop/spoon 1.5oz of Friendly's Limited Edition or Seasonal Ice Cream into 3oz plastic cups and on a serving tray
- Offer consumers 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
- Know the product location and price point
- Alternate Friendly's Limited Edition & Seasonal Ice Cream varieties throughout the day

## 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 **24 Hours** 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 **Ice Cream : Friendly's Limited Edition & Seasonal Ice Cream**. 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:

**\*\*\*FRIENDLY'S LIMITED EDITION SUNDAE NUT FOOTBALL CONTAINS PEANUT BUTTER & PEANUTS!!!\*\*\***

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.**



[www.promoworks.com](http://www.promoworks.com) • 1.877.699.6275

©2013 PromoWorks All rights reserved. Information contained herein is confidential & proprietary.



[www.promoworks.com](http://www.promoworks.com) • 1.877.699.6275

©2013 PromoWorks All rights reserved. Information contained herein is confidential & proprietary.

# 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

This card has a monetary value determined at the time it is activated. Present this card to the cashier at the time of purchase and the card's available balance will be applied to your purchase total. If the current value of the card exceeds your purchase total, the remaining balance will be retained on the card. This card can be used only for purchases of merchandise and services at any ShopRite Supermarket or Pharmacy. It cannot be used in ShopRite Liquor stores. This card cannot be redeemed for cash or gift certificates. Unused balance of lost or stolen cards will not be replaced without proof of purchase. Except where prohibited by law, by activating or using this card the purchaser and any subsequent holder or user agree that if this card remains inactive for 24 consecutive months, ShopRite will charge a monthly service fee of \$2.00 against the remaining balance until the card is reused or the balance is depleted.

7000 0 0615 1699 9



Questions or Balance Inquiries visit any ShopRite Store or Call 1-800-SHOPRITE

WK050AM0323 199

## Shoprite Gift Card Purchase Instructions (Policy)

1. **MORNING SWIPE:** 10:00 am - Buy one item listed in your training manual in the morning as your check-in. Then find products and take enough to conduct the morning portion of your demo. (Save packages and wrappers).
2. **BEFORE LUNCH SWIPE:** Before your break purchase the product you used during the morning demo (using packages and wrappers). Your break is 30 minutes.
3. **AFTER LUNCH SWIPE:** After your break buy one item listed in your training manual (Needs to be completed within 45 minutes of your BEFORE LUNCH SWIPE). Then gather additional product you need to conduct the rest of demo.
4. **END OF DAY SWIPE:** 4:00 pm - At the end of the day purchase the products you used for the balance of the day. if you have no product to purchase you should purchase ramen noodles as your fourth and last swipe of the day.

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.

## 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

UPDATED 2/12/2015

PromoWorks

# CAUTION

Appliances and food may be hot.  
We ask that parents give permission  
before samples are  
served to a child.

# ALLERGY ALERT

We may use some of the following ingredients: peanuts, eggs, soy, tree nuts, wheat, gluten, dairy products, fish and/or shellfish. Even if these are not listed on the ingredient label, please be aware that all products may have come in contact with these ingredients.

Have a Happy and Healthy Day

*ShopRite*®

**\*\*Please display on event demo table**