



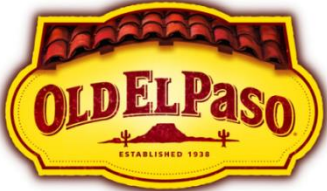
Primary Message:

Register Now at ShopRiteForMySchool.com

Use your smart phone or take a flyer
and register when you get home.

- **ShopRite Stores plan to give up to \$1 Million dollars to local schools during the 2015 – 2016 school year via Box Tops**
- This program is available at ShopRite stores only
- **You must be registered to participate at shopriteformyschool.com/register**
- **The website is mobile optimized so you can register right now on your smart phone.**
 - Once registered you can immediately begin to earn eBox Tops every time you shop.
- You earn box tops by registering your **Price Plus club card** on ShopRiteForMySchool.com and then purchase General Mills items with a Box Tops on it!
- **Once registered, buy 6 General Mills Box Tops Products in one shopping visit and swipe your Price Plus Club card – and 25 eBox Tops will be electronically credited to your account .**
- There is no limit to the number of times you can make a qualifying transaction. (if you buy 6 qualifying items on your weekly shopping trip, you will get the bonus eBox Tops every time!)
 - Participating products are the same year round. A complete list is available on the website!
(Examples of participating brands on following page)
- Box Tops earnings are credited to your chosen school electronically, no extra steps!
- You can return to ShopRiteForMySchool.com to see what you've earned through this program
 - It can take up to 2 weeks for earnings to show in your tracker on the website

Examples of some participating brands



Refrigerated and Frozen (NOT Dry Baking Mixes)



NEW For the 2015 – 2016 School Year:



Excludes Tin Foil



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

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)

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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



Event Instructions

7560161 - 6/5 SR PL-Hot Dog Franks & Lemonade(SRFMS)

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
ShopRite Beef Hot Dog Franks (48oz)	004119046185	160328670	3	1/4 a hot dog	250	Purchased at Store
ShopRite Hot Dog Roll (18oz (12pack))	004119057407	410002353	6	1/4 a hot dog	250	Purchased at Store
ShopRite Lemonade (64oz)	004119046357	420010786	4	1oz	250	Purchased at Store
ShopRite Ketchup (32oz)	004119005253	010571116	1	dollop	250	Purchased at Store
ShopRite Mustard - Yellow (20oz)	004119005371	010571271	1	dollop	250	Purchased at Store

SUBSTITUTE PRODUCT	UPC CODE	RETAILER CODE
ShopRite Hot Dog Roll (12oz (8pack))	004119057025	410002511
ShopRite Iced Tea (128oz)	004119046156	420008703
ShopRite Iced Tea - Diet Lemon (128oz)	004119046157	420008706
ShopRite Iced Tea - Diet Lemon (64oz)	004119046166	420008707
ShopRite Iced Tea - Green with Ginseng (128oz)	004119046158	420008709

ShopRite Iced Tea - Lemon (64oz)	004119046165	420008704
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ShopRite Mustard - Spicy Brown (12oz)	004119003251	010573906
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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
Grocery: ShopRite Ketchup & Mustard	<ul style="list-style-type: none">• ShopRite: The Quality Brand You Find in Every Aisle!• At ShopRite, every one of the products that bears our name has been developed using ShopRite's set of standards to meet or exceed those set by the U.S. government for all grocery products.• And every one of our ShopRite products is evaluated against national brands to make certain each meets or exceeds their quality, taste and appearance standards.• Today, consumers can choose from more than 3,000 quality products with the ShopRite name ranging from meat, dairy and frozen food to general merchandise, over-the-counter drugs as well as health and beauty aids.
DSD Dairy: ShopRite Lemonade	<ul style="list-style-type: none">• **PLEASE PROMOTE SR LEMONADE HEAVILY.**• SR Lemonade is made fresh at the local Readington Farms in Whitehouse, NJ.• SR Lemonade contains no preservatives. Contains 15% juice. Sweetened with liquid cane sugar.• Compare the label of SR Lemonade to other brands' labels and you will see the difference!
Dairy & Eggs : ShopRite Beef Hot Dog Franks DSD Bakery: ShopRite Hot Dog Roll	

KIT CONTENTS

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KIT CONTENTS Continued

- | | | | |
|-------------------------------|-------------------------------------|---|----------------------|
| ♦ 1 Gift Card Activation Form | ♦ 1 Hairnet | ♦ 1 Paperwork (version noted on manifest) | ♦ 1 PromoReport Form |
| ♦ 1 Training Manual | ♦ 250 ShopRite For My School Flyers | | |

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 * | ♦ 3 SR 3oz Plastic Cups 100ct
UPC:004119001626 * | ♦ 5 Acme Baking Cups 50ct
UPC:007289870124 * |
| ♦ 6 of ShopRite Hot Dog Roll | ♦ 4 of ShopRite Lemonade | ♦ 3 of ShopRite Beef Hot Dog Franks | ♦ 1 of ShopRite Ketchup |
| ♦ 1 of ShopRite Mustard - Yellow | | | |

Do not exceed \$81.75 (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, Cutting Board, Demo Table, Gift Card, Pen, PromoReport Form, Training Manual, Uniform, - Serving tray

- Teaspoons
- Spoon
- Sharp cutting knives
- Spread knives
- Forks
- Tongs, Any Agency Provided Signage, and Waste Basket

Required Appliance:

Electric Skillet, 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 ShopRite Private Label - Hot Dog Franks & Lemonade 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

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SAMPLE PREPARATION / EVENT TIPS Continued

- 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
- Tape down extension cord to the floor

****PLEASE NOTE: WAKEFERN REALLY WANTS TO SHOWCASE THE SHOPRITE LEMONADE AS BEING SUPERIOR TO OTHER LEMONADE BRANDS, SO PLEASE BE SURE TO HEAVILY PROMOTE THIS ITEM****

To Sample SR Beef Hot Dog Franks, Rolls, Ketchup, & Mustard (*KEEP OPENED PACKAGES OF HOT DOGS COLD ON ICE IN A COOLER*):

- Pre-heat electric skillet on the medium setting
- Add enough SR Beef Hot Dog Franks to the heated electric skillet
- Heat until cooked through and browned, turning the hot dogs often
- Remove the fully cooked SR Beef Hot Dog Franks and place into SR Hot Dog Rolls
- Cut hot dogs into 1/4th sized samples (If children are trying samples with a guardian's permission, cut the 1/4th sized sample in half lengthwise to avoid a choking hazard)
- Place hot dog sample into a baking cup and onto a serving tray
- ASK CUSTOMERS IF THEY WOULD LIKE SR KETCHUP OR YELLOW MUSTARD ON THEIR HOT DOG SAMPLE

To Sample SR Lemonade (*PLEASE HEAVILY PROMOTE THIS ITEM*):

- *KEEP SR LEMONADE COLD ON ICE!!*
- Pour about 1oz of SR Lemonade into a 3oz plastic cup
- Place samples onto a serving tray

- Offer napkins
- Remind consumers to cleanse with Antibacterial Wipes
- Serve only fresh samples; discard any samples that have become old
- Recite Key Selling Points to consumers
- Know the product location and price point

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 **Dairy & Eggs : ShopRite Beef Hot Dog Franks, DSD Bakery: ShopRite Hot Dog Roll, DSD Dairy: ShopRite Lemonade, Grocery: ShopRite Ketchup & Mustard**. 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

- ◆ Return display product used on table to the shelf. This is product displayed on your table ONLY, NOT product you have purchased.
- ◆ DO NOT take product purchased for sampling out of the store. Leave any leftover product with the Store Manager or Customer Service.
- ◆ Clean up, breakdown your table and leave your area as you found it.
- ◆ Complete your PromoReport® Form and obtain a store stamp and a manager's signature.
- ◆ Destroy any remaining coupons at the end of the day.

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POST EVENT Continued

- ◆ It is mandatory that you enter your results within 24 hours of the completion of each event using the toll free number on your PromoReport Form or online through the PromoWorks Portal. DO NOT include the product you are purchasing in your inventory count.
- ◆ Retain your PromoReport® Form and receipt(s) for 1 year after reporting event results.
- ◆ If you are third party agent (not working directly for PromoWorks) please follow your agency's instructions on receipts and PromoReport® form.

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:

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.

Please recycle your consumer engagement materials when possible.

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**