

# OREO Discover What's Inside Wonderfilled Project # 402409



### What to Purchase:

Product	UPC	# Units to Buy
Golden OREO Cookies	0-44000-03258-6	2
Chocolate Creme OREO Cookies	0-44000-02529-8	2
Mint Creme OREO Cookies	0-44000-02542-7	2
Birthday Cake Creme Golden OREO Cookies	0-44000-03270-8	2
Birthday Cake Creme OREO Cookies (Base)	0-44000-03271-5	2
Berry Creme OREO Cookies	0-44000-02692-9	2
Lemon Creme Golden OREO Cookies	0-44000-03101-5	2
Substitute Items: If one of the flavors is not available, please purchase more of the flavors above that have been preapproved.		
<b>Do not exceed \$45.42 (including tax)</b>		



### The following Pre-Event Checklist must be completed prior to your sampling event

- Read and understand **all** of the information in this training manual.
- Review your kit contents for accuracy.
- Conduct your pre-call to the store 3 days before your event and ask the receiving clerk if the product is in stock.
- Activate your debit card the day before your event.
- Ensure you bring the following items to your demo: Entire kit contents, Demo Table, Table Cloth, Pen (to complete paperwork), Apron, Tape, Paperwork, Small Trash Can or Trash Bag

### Kit Contents:

- 3 Pairs of Gloves
- 1 Promo Reports Form
- 1 Training Manual
- 400 Napkins
- 1 Easel Card
- 1 Table Runner
- 144 Collapsible Cups

### What To Wear:

- Black pants/skirt and white collared shirt/blouse OR Retailer Approved Uniform
- Black, close-toed non-slip shoes (no open-toed shoes or gym shoes)
- Gloves
- Apron (brought from home)
- Agency approved hair restraint



## Features & Benefits

- Milk's favorite cookie!
- Filled with delicious creme flavors
- A great snack by itself or in a dessert recipe
- Easy open tab for freshness

## Setting Up The Table

- Arrive on time for your event and introduce yourself to the Store Manager.
- There will be an OREO display in your store. Please set up right next to this display if possible.
- Please make sure all seven (7) flavors are displayed on your table.
- Keep your table/area neat and clean at all times.
- This demo requires a minimum of four (4) of the OREO flavors in your store the day of the event.





**TRY SOMETHING NEW TODAY!**

CHOCOLATE

GOLDEN

MINT

LEMON

BERRY

GOLDEN BIRTHDAY CAKE

BIRTHDAY CAKE

## Executing the Demo

1. Set-up near your OREO display in store.
2. Open one (1) of each of the seven (7) flavors of OREO and place the package on your table.
3. Arrange the packages for shoppers to see.
4. Place four (4) samples of each OREO in front of the corresponding package on your table. Each sample should have one (1) OREO cookie on a napkin.
5. This is a flavor focused event. Please encourage shoppers to try multiple flavors of Milk's favorite cookie, OREO.
6. As shoppers approach the table, ask them which of the OREO flavors they would like to sample. Offer the sample of their choice while reciting the features and benefits.
7. Please distribute the OREO collapsible cups as an added giveaway while supplies last.



### Post Event:

- Return any OREO product from your table display back to the shelf.
- DO NOT take sample product out of the store. Leave any leftover samples with the Store Manager or in the employee break room.
- Clean up, breakdown your table and leave your area as you found it.
- Complete your PromoReports® Form and obtain a store stamp and a manager's signature.
- It is mandatory that you enter your results online or call into PromoReports® to report your results upon demo completion. For online entry, please follow the instructions on your PromoReports® form. If you are purchasing product, do NOT include the product you are purchasing in your inventory count.
- Retain your PromoReports® Form for 1 year after calling in your results.
- If you are third party agent (not working directly for PromoWorks) please follow your agency's instructions on receipts and PromoReports® 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.

You **must** have your Allergen signs (from this Training Manual and/or in your kit) displayed on the front of the table during your demo.



Please recycle your consumer engagement materials when possible.



This page has been intentionally left blank.

# Allergen Information

## OREO COOKIES

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 the product.

