

Event Instructions

8240133 - CUL Zoup! Chicken Noodle Soup

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
Smart Chicken Organic Split Breast	00000-00000	890-137	5 packages	1oz	250	Purchased at Store
Zoup! Good, really Good Chicken Broth (1/15fl oz)	855868002013	--	N/A	1oz	200	Leave Empty Pkgs w/Manager

SUBSTITUTE PRODUCT	UPC CODE	RETAILER CODE
N/A	N/A	N/A

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
Smart Chicken Organic Split Breast	<ul style="list-style-type: none">• <i>Smart Chicken Organic birds are exclusively fed a certified organic grain diet.</i>• <i>All Smart Chicken products are raised without animal byproducts, antibiotics or hormones, are 100% natural, and are processed using purified cold air instead of adding non-potable water.</i>• <i>The Air-Chilled difference!</i>
Zoup! Really Good Chicken Broth	<ul style="list-style-type: none">• <i>The freshest, all natural premium broths for all your favorite recipes.</i>• <i>No fat, no cholesterol!</i>• <i>Gluten Free, GMO Free, Hormone Free</i>

KIT CONTENTS

♦ 250 3.5 oz Styrofoam Bowls	♦ 1 Debit Card	♦ 5 Gloves (3 Pair)	♦ 250 Napkins
♦ 1 Paperwork (version noted on manifest)	♦ 1 PromoReport Form	♦ 250 Spoons	♦ 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 Fresh Carrots *
- ♦ 1 Bundle of Fresh Parsley *
- ♦ 1 Can of Spartan non-stick cooking spray *
- ♦ 2 Boxes of Spartan Pot-Ready Angel Hair Noodles *
- ♦ 5 packages of Smart Chicken Organic Split Breast
- ♦ 0 jars of Zoup! Good, really Good Chicken Broth

Do not exceed \$55.00 (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:

Any Agency Provided Signage, and Waste Basket

Required Appliance:

Electric Skillet

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.

Pans, bowl, and utensils are located with culinary station at store.

CULINARY EVENT

EVENT INSTRUCTIONS

SAMPLE PREPARATION / EVENT TIPS

1. Upon arrival, check in with grocery and produce managers and set up culinary station in main aisle.

2. Using your debit card, purchase 4-6 Smart Chicken Organic Chicken breasts, 1 can of Spartan Cooking Oil, 1-2 Boxes of Spartan Brand Pot-Ready Angel hair Noodles (UPC: 11213-01756), Fresh Parsley (Item #767-640), and a Fresh Bag of Carrots (Item #509-075).

Purchase additional amounts as needed not to exceed \$55 including tax in total purchase for the event.

** Do not purchase Zoup! Good, Really Good Chicken Broth. Instead, pull the product from shelf to be used for sampling as needed. At the end of the day, leave empty cans of Zoup Broth with grocery manager.

3. Build a large display of Zoup, Really Good Chicken Broth and empty packages. Be sure to also display a few empty (but clean) packages of Smart Chicken, as well.

INGREDIENTS FOR RECIPE:

- 8 cups Zoup! Good, Really Good™ Chicken Broth
- 8 ounces Angel Hair Pasta Noodles
- 1/8 cup Chopped parsley
- 8 ounces Cooked Smart Chicken, diced
- 2-3 Carrots, cut into rounds
- Salt and pepper to taste

* Step 1: Pour 8 cups of Zoup! Good, Really Good™ Chicken Broth in your electric skillet and bring to a boil.

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SAMPLE PREPARATION / EVENT TIPS Continued

- * Step 2: Thoroughly Cook Smart Chicken in Skillet
- * Step 3: Reduce heat to a simmer and add carrots and parsley, cook for 10 mins or until carrots are soft.
- * Step 4: Add chicken and noodles and bring back up to temperature
- * Step 5: Adjust salt and pepper to taste.

Place 2-3 spoonful samples into Styrofoam bowls and serve to customers.

Actively engage customers and invite them to sample Zoup! Good, Really Good Chicken Broth.

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 **Smart Chicken Organic Split Breast, Zoup! Really Good Chicken Broth**. 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.

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.**

Please recycle your consumer engagement materials when possible.



Zoup! Good, Really Good Soup
Chicken Broth