

## Mobile Display Unit Set-Up and Hot Sheet

### Project# 2230406 – CB-Open Nature Crackers & Dips

Be sure to bring your Mobile Display to the Open Nature Crackers & Dips sampling.



#### Obtain Product for Mobile Display

- Request assistance from Deli Manager for the featured Open Nature Crackers, Wafer Thins and Flatbread from back stock as your Mobile Display is to be filled for sell through.
- Return unsold product back to original location.

#### Mobile Display Unit Set Up

Feature the following items on the display:

##### • Top Shelf

**Open Nature Leek & Onion Cracker**  
UPC#79893-11363

##### • Middle Shelf

**Open Nature Rosemary Wafer Thins**  
UPC#79893-11295

##### • Bottom Shelf

**Open Nature Everything Flatbread**  
UPC#79893-11290

**Open Nature Sesame Flatbread**  
UPC#79893-11292

#### Check-in

- Upon arrival at the store, locate the Store Manager him/her that you are in the store to conduct the Open Nature Crackers/Wafer Thins and Open Nature Greek Yogurt Dip sampling.
- Request assistance from the Deli Department Manager for Open Nature Crackers/Wafer Thins and Open Nature Greek Yogurt Dip product from back stock as you want to have ample on store shelf for sell through.

## **Table Set Up and Featured Open Nature Products**

- Easel Sign
- Recipe Cards
- Tray of Ice to display Open Nature Greek Yogurt Dips
- Serving Tray for samples

As table space allows, feature the following Open Nature items:

- **Open Nature Leek & Onion Crackers**—UPC#79893-11363
- **Open Nature Rosemary Wafer Thins**-UPC#79893-11295

## **Key Selling Points:**

- **Introduce Open Nature Cracker/Wafer Thins/Flatbread and Open Nature Greek Yogurt Dip products.**
- **Promote pairings recommended by Safeway Culinary Chef:**
  - **Open Nature Leek & Onion Crackers with Open Nature Caramelized Onion Greek Yogurt Dip**
  - **Open Nature Rosemary Wafer Thins with Open Nature Spinach Artichoke Greek Yogurt Dip**
- Open Nature Crackers and Dips make great pairings but also **make great ingredients for recipes**. Please enjoy these **Safeway Culinary Kitchen developed recipes** – **Rosemary-cruste Chicken Biscuit Sandwich** and **Greek Yogurt “Mac and Cheese.”** Offer recipe card.

## **ROWSAP**

Please remember you will NOT be purchasing Open Nature Crackers/Wafer Thins/Flatbread and Open Nature Greek Yogurt Dip sampling products and those products used as supply as these will be credited back to the store internally via ROWSAP. **When completing your Safeway Product Usage Form with these items**, make sure that your writing carries through to the bottom sheet. Leave the white copy with the store personnel and send in the remaining copies with your paperwork. **Should store personnel have questions regarding ROWSAP, show attached Inter-office Communication.**

**Thanks!**  
**The Safeway Sampling Team**