



SAFEWAY



2220786 Consumer Brands - Safeway SELECT Coffee/Pie/Cookies

TURN THOSE BIG SMILES INTO BIG SALES!

Be Safeway's TOP SELLER and win great prizes!

Great incentives await top sellers who post the highest sales lift in their store on their demo day for 2220786—Consumer Brands Safeway SELECT Coffee/ Pie / Cookies.

We will pull real sales scan data after the last demo date available for this program to determine who garnered the highest sales lift nationally!

SELL, SELL, SELL !!!

TOP SALES INCENTIVES ACROSS ALL DIVISIONS!!

1ST PLACE	\$100
2ND PLACE	\$ 75
3RD PLACE	\$ 50

****Note:**

If you already won one of these top national spots, you are no longer eligible to win incentives in your division.



If you did not place nationally, worry not!

You can still win a \$25 gift card if you are one of the TOP 4 SELLERS in your division!

(CO / DOMS/ Eastern/ Norcal/ Vons / AZ/ Seattle/ Oregon / TX)

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HOT SHEET:

Project# 2220786 – Safeway SELECT Limited Edition Coffee, Safeway SELECT Pumpkin Pie, Safeway SELECT Cookies

Today you will be encouraging consumer to experience the taste of Safeway SELECT Limited Edition Coffee, Safeway SELECT Pumpkin Pie and Safeway SELECT Cookies.

Check-in

- Upon arrival at the store, locate the Manager and Grocery Department Manager to inform him/her that you are at the store to conduct the Safeway SELECT Limited Edition Papua New Guinea Coffee, Safeway SELECT Pumpkin Pie and the Safeway SELECT Cookie demo.
- Request assistance from Grocery Department Manager for Safeway SELECT Limited Edition Papua New Guinea Coffee product from back stock as you may use up to 2 packages and want to have ample on store shelf for sell through. If there is a stand alone aisle display of Safeway SELECT Limited Edition Coffee and there is sufficient product for sale, you may display these flavors on your table too.
- Request assistance from Bakery Department Manager for the sample Safeway SELECT Pumpkin Pie as they will be anticipating you to use up to 10 pies for the sampling.

Sign Holders in Kit

Please remember to keep Sign Holders sent in your kit in a safe place as they will be needed for upcoming samplings – some samplings will require two sign holders per table.

Key Selling Points:

Safeway SELECT Limited Edition Coffee

- Safeway SELECT Limited Edition Coffees will be available in 2 flavors and rotate every 4 months throughout the year. Limited Availability – encourage to buy now.
- Safeway SELECT Limited Edition Papua (pronounced Papa) New Guinea Coffee is a sweet, fruity, well-balanced medium roast.
- Tanzania Peaberry – floral with a hint of chocolate and medium roast.
- If there is an stand alone aisle display of Safeway SELECT Limited Edition Coffee, such as Pumpkin Spice, and there is sufficient product for sale, you may display these flavors on your table too.

Safeway SELECT Pumpkin Pie

- Safeway SELECT Pumpkin Pie - rich and hearty pumpkin filling with buttery crust
- Baked fresh daily in store Bakery

Key Selling Points: (continued)

Safeway SELECT Cookies – (only use cookies sent in kit for sampling)

- Safeway SELECT Cookies - crunchy kind. Great for dunking in milk or with Safeway SELECT Coffee.
- Safeway SELECT Cookies available in 6 flavors (check availability in store): Double Chocolate Chunk, Oatmeal Raisin, Milk Chocolate Macadamia, White Chocolate Macadamia, Almond Poppyseed Shortbread, Earl Grey Lemon Shortbread.

ROWSAP

Please remember you will NOT be purchasing Safeway SELECT Limited Edition Coffee and Safeway SELECT Pumpkin Pie sample product, this will be credited back to the store internally via ROWSAP. Be sure to complete Product Usage Form. **Should store personnel have questions regarding ROWSAP, show attached Inter-office Communication.**

Thanks!
The Safeway Sampling Team



In-Store Sampling Training Manual

Safeway



2220786 - CB-Safeway SELECT Limited Edition Coffee/Pie/Cookies

IMPORTANT INFORMATION TO READ BEFORE EXECUTING THE IN-STORE DEMO

Today you are sampling...

Safeway SELECT Coffee

Safeway SELECT Coffee - Papua New Guinea (6/11 oz.) - UPC:21130-45106 - Retailer Code:19030033

Safeway SELECT Pie - 11-inch

Safeway SELECT Pie 11-inch - Pumpkin (1 each) - UPC:2-21844-00000 - Retailer Code:95010820

Safeway SELECT Cookies – Samples in Kit

Safeway SELECT Cookies - Almond Poppyseed Shortbread (6/8 oz.) - UPC:21130-30728 - Retailer Code:02010321

Safeway SELECT Cookies - Earl Grey Lemon Shortbread (6/8 oz.) - UPC:21130-30727 - Retailer Code:02010320

Safeway SELECT Cookies - Double Chocolate Chunk (6/8 oz.) - UPC:21130-30723 - Retailer Code:02010292

Safeway SELECT Cookies - Milk Chocolate Macadamia Nut (6/8 oz.) - UPC:21130-30722 - Retailer Code:02010284

Safeway SELECT Cookies - Oatmeal Raisin (6/8 oz.) - UPC:21130-30724 - Retailer Code:02010294

Substitute Item

Safeway SELECT Coffee

Safeway SELECT Coffee - Tanzania Peaberry
UPC:21130-45105 Retailer Code:19030048 Pack Size:6/11 oz. *

** This can be used as an alternate or backup product.*

Kit Contents

250 4 oz Food Boats
250 4 oz Styrofoam Cups
1 Safeway SELECT Coffee/Pie/Cookie Color Copy Insert
1 Consumer Brands Product Usage Form
250 Stir Sticks
1 Training Manual
1 Gloves (3 Pair)
250 Napkins
1 Paperwork (version noted on manifest)
1 PDW-30 warning sign
1 PromoReport Form
2 Sign Holders
250 Sporks
25 cookies – flavor 1 from list below*
25 cookies – flavor 2 from list below*

* Safeway SELECT Cookies - Almond Poppyseed Shortbread Retailer Code:02010321

* Safeway SELECT Cookies - Double Chocolate Chunk Retailer Code:02010292

* Safeway SELECT Cookies - Earl Grey Lemon Shortbread Retailer Code:02010320

* Safeway SELECT Cookies - Milk Chocolate Macadamia Nut Retailer Code:02010284

* Safeway SELECT Cookies - Oatmeal Raisin Retailer Code:02010294

Demo Shopping List

ROWSAP - 3 bags of Safeway SELECT Coffee - Papua New Guinea (6/11 oz.) - UPC#21130-45106

ROWSAP - 10 units of Safeway SELECT Pie 11-inch - Pumpkin (1 each) - UPC#2-21844-00000

ROWSAP - 4 gallons (units) of Safeway Refreshe Drinking Water (6/1 gallon) - UPC#21130-07053

ROWSAP - 2 units of Lucerne Half & Half - Fat Free (12/Quart) - UPC#21130-07512

ROWSAP - 1 unit of C & H Individual Sugar Packets (12/100 ct.) - UPC#15800-05750

ROWSAP - 1 of Safeway Coffee Filters (8/200ct.) - UPC#21130-05750

ROWSAP - 1 unit of Safeway Ice (1- 10 lb.) - UPC:21130-08910; 4-40010-04201 -EAS, POR, VON - Retailer Code:40100003, 40010038; 40010042
Retailer Code:40100003, 40010038; 40010042

Do Not Exceed \$0.00 total for product and supplies.

Unlisted substitutions of products may be seen as unauthorized purchases and may result in a deduction after demo completion.

Promotional Information

Distribution Goals

250 Safeway SELECT Coffee - Papua New Guinea (samples)
ROWSAP

250 Safeway SELECT Pie 11-inch - Pumpkin (samples)
ROWSAP

25 Safeway SELECT Cookies – flavor 1 (samples)
Sent in Kit

25 Safeway SELECT Cookies – flavor 2 (samples)
Sent in Kit

Store and Product Pre-Check (Pre-Call)

- ♦ Contact your store at least 24 hours prior to the execution and advise the department manager that you will be executing the *CB-Safeway SELECT Coffee/Pie/Cookies* In-Store Sampling Program and give the date of execution.
- ♦ Verify that there is sufficient product in the store to support this event.
 - If there is not enough product to support this demo:
 - ♦ Ask the manager when he/she expects the shipment to arrive.
 - ♦ If a shipment is not planned, contact your agency immediately for further instruction.
- ♦ Record the date of your call and the name (first and last) of the **Department Manager** you spoke with on your PromoReports® Form.

What to Bring to the Demo

- ♦ Make sure all utensils & equipment are thoroughly cleaned prior to each demonstration. If possible, run them through your own dishwasher at home.
- ♦ Agency provided Hot/Break Sign
- ♦ Apron
- ♦ Demo Table
- ♦ Paper Towels
- ♦ Training Manual
- ♦ - Tablespoon to measure coffee
- ♦ - Bowl to hold ice to keep quart size half & half cold
- ♦ - Serving platter for cookies and pie
- ♦ Coffee Pot
- ♦ Extension Cord
- ♦ Pen
- ♦ Waste Basket
- ♦ Cooler
- ♦ Hot Pads
- ♦ PromoReport Form
- ♦ Allergy Sign (if applicable)
- ♦ Demo Kit
- ♦ Knife
- ♦ Table Cloth

What to Wear

- ♦ Please comply with Retailer/Agency approved, standard sampling attire.
- ♦ Agency Approved Hair Restraint (i.e. hairnet, ball cap etc...) - *if applicable*
- ♦ Comfortable closed-toe black shoes *(No open-toe shoes or white sneakers)*
- ♦ Black hat

On-Site Demonstration Preparation Checklist (Please Complete All Steps)

- ☐ Check in with Customer Service prior to introducing yourself to the Department Manager.
- ☐ Introduce yourself to the Department Manager to briefly describe the in-store demonstration. Please ask to set up your table in a high traffic area near one of the products you are sampling.
- ☐ Verify the inventory of the product(s) involved in your project. Follow your agency's policy regarding No Products if necessary.
- ☐ Walk the store thoroughly to see if there is a secondary display of **Safeway SELECT Coffee, Safeway SELECT Cookies, Safeway SELECT Pie - 11-inch**. If there is, with the approval of the department manager, please set up your table near this display.
- ☐ If there are no displays to set up your demo next to, place 2 to 3 containers/boxes of **Safeway SELECT Coffee, Safeway SELECT Cookies, Safeway SELECT Pie - 11-inch** on your table to display for sale to interested shoppers.
- ☐ If applicable, examine appliances to make certain all electrical and extension cords are in good repair and appliance is clean and sanitized.
- ☐ If Extension Cord is in a Customer Traffic area, tape cords to the floor to prevent tripping.
- ☐ Take note of number of **Safeway SELECT Coffee, Safeway SELECT Cookies, Safeway SELECT Pie - 11-inch** units used for sampling and/or secondary display location, for your PromoReports® Form.
- ☐ The products selected for your demo are to be pulled from the **Bakery (Hot Bakery), Grocery (Coffee)** section.

- ♦ *Cookies in kit of Safeway SELECT Cookies – 25 cookies of 2 flavors below:*
- ♦ *Almond Poppyseed Shortbread, Double Chocolate Chunk*
- ♦ *Earl Grey Lemon Shortbread, Milk Chocolate Macadamia Nut*
- ♦ *Oatmeal Raisin*

- ♦ *ROWSAP - 1 unit of C & H Individual Sugar Packets*
- ♦ *ROWSAP - 1 unit of Safeway Ice*
- ♦ *ROWSAP - 10 units of Safeway SELECT Pie 11-inch - Pumpkin*
- ♦ *ROWSAP - 2 units of Lucerne Half & Half - Fat Free*
- ♦ *ROWSAP - 3 bags of Safeway SELECT Coffee - Papua New Guinea*
- ♦ *ROWSAP - 4 gallons (units) of Safeway Refreshe Drinking Water*
- ♦ *ROWSAP - 1 of Safeway Coffee Filters*

□ Hands must be washed prior to preparing or conducting the demonstration, immediately before returning to the work area after a break, helping a customer or when ever your hands are soiled. Dry hands and arms with a single-use paper towel or warm-air hand dryer. Use a paper towel to turn off the faucet. When in a restroom, use a paper towel to open the door.

Product Features and Benefits

- ♦ As you offer the consumers a sample, please **engage** them and inform them of these product features and benefits.
 - Safeway SELECT Coffeebb
 - ♦ **Safeway SELECT Limited Edition Coffees will be available in 2 flavors and rotate every 4 months throughout the year.**
 - ♦ **Safeway SELECT Limited Edition Papua New Guinea Coffee is a sweet, fruity medium roast.**
 - ♦ **Tanzania Peaberry – floral with a hint of chocolate and medium roast.**
 - Safeway SELECT Cookies
 - ♦ **Safeway SELECT Cookies - crunchy kind. Great for dunking in milk.**
 - ♦ **Safeway SELECT Cookies available in 6 flavors: Double Chocolate Chunk, Oatmeal Raisin, Milk Chocolate Macadamia, White Chocolate Macadamia, Almond Poppyseed Shortbread, Earl Grey Lemon Shortbread.**
 - Safeway SELECT Pie - 11-inch
 - ♦ **Safeway SELECT Pumpkin Pie - rich and hearty pumpkin filling with buttery crust.**
 - ♦ **Baked Fresh Daily**

Executing the Demo

- ♦ **Enthusiastically engage consumers, make eye contact, greet them with a smile and a friendly approach.**
- ♦ Offer sample(s) of **Safeway SELECT Coffee, Safeway SELECT Cookies, Safeway SELECT Pie - 11-inch** to consumers and inform them of the features and benefits of each product(s).
- ♦ Always wear gloves and HAT when handling food (required).

♦ **PLEASE NOTE:**

- You will NOT be purchasing the Safeway SELECT Coffee and Pumpkin Pie sample product and condiments, this will be credited back to the store internally via ROWSAP.
- Should store personnel have questions regarding ROWSAP, show attached Inter-office Communication.

Today you will be encouraging consumers to experience the great taste of Safeway SELECT Limited Edition Coffee and the delicious Safeway SELECT Pumpkin Pie and Safeway SELECT Cookies.

To prepare for your Safeway SELECT Papau (pronounced Papa) New Guinea Coffee, Safeway SELECT Pumpkin Pie and Cookie sampling:

- Be sure that you have read your training manual prior to your sampling.
 - Be prepared to share the key talking points for both the Safeway SELECT Limited Edition Coffee and the delicious Safeway SELECT Pumpkin Pie and Cookies.
 - Be sure to bring your kit, paperwork and wear your approved attire
 - Arrive 10-15 minutes before the demo begins to set up
- *****

Upon arrival at the store, locate the Manager and Grocery Department Manager to inform him/her that you are at the store to conduct the Safeway SELECT Limited Edition Papua New Guinea Coffee, Safeway SELECT Pumpkin Pie and the Safeway SELECT Cookie demo.

- **Request assistance from Grocery Department Manager for Safeway SELECT Limited Edition Papua New Guinea Coffee product from back stock as you may use up to 2 bags and want to have ample on store shelf for sell through.**

If there is a stand alone aisle display of Safeway SELECT Limited Edition Coffee on aisle and there is sufficient product for sale, you may display these flavors on your table too.

- **Request assistance from Bakery Department Manager for the sample Safeway SELECT Pumpkin Pie as they will be anticipating you to use up to 10 pies for the sampling.**

To set up for the Safeway SELECT Limited Edition Papua New Guinea Coffee, Safeway SELECT Pumpkin Pie and the Safeway SELECT Cookie sampling:

- Obtain ice from specialty department or via ROWSAP if needed.
- Select the following ROWSAP items to start:
 - 2 package of Safeway SELECT Limited Edition Papua New Guinea Coffee
 - 5 pies of Safeway SELECT Pumpkin Pie
 - 2 gallons of Safeway Refreshe Drinking Water
 - 1 quart of Lucerne Half & Half – Fat Free.
 - 1 package of Safeway Coffee Filters (200 ct.).
 - 1 box of C & H Sugar Packets (100 ct.).
- Select the remaining items as needed throughout the day
 - 1 package of Safeway SELECT Limited Edition Papua New Guinea Coffee
 - 5 pies of Safeway SELECT Pumpkin Pie
 - 2 gallons of Safeway Refreshe Drinking Water
 - 1 quart of Lucerne Half & Half – Fat Free

- Set up at or near the end of the aisle where the Safeway SELECT Coffee is located.
- Place a small amount of ice in your bowl for your Lucerne Half & Half and the remainder of the ice in the cooler.

• **Create a display:**

- On one side of the table, insert your Safeway SELECT Coffee/Pie/Cookie Insert into your plastic Sign Holder and place about mid-table leaving space at the back of the table for the coffee pot. Place several packages of Coffee from the store shelf next to your Easel Card. You will be placing samples towards the front of the table.
- On the other side of the table towards the middle, please display several boxes of Safeway SELECT Cookie flavors from the store shelf, the same sample flavors that you received in your kit if possible. You will be placing the cookies from your kit in front of the boxes.
- If table space allows, you may place a boxed Safeway SELECT Pumpkin Pie in the center of the table. You will serve the pie samples in front and center.
- Please try to keep condiment placement to the side as your table focus should be on the Safeway SELECT Limited Edition Coffee, Pumpkin Pie and Cookies.
- Keep area neat, clean and make sure that trash never overflows.

♦

To sample Safeway SELECT Limited Edition Papua New Guinea Coffee and the delicious Safeway SELECT Pumpkin Pie and Cookies:

- Prepare coffee according to the directions on the package
- While coffee is brewing, place several individually-wrapped Cookies from your kit in front of the boxes. Please limit one individually-wrapped cookie per person as you will only be serving the 50 cookies included in your kit. Try to limit number offered at one time so that the cookies last through most of the day.

- Open box of pumpkin pie and neatly cut into 2"x1" rectangles. There will be about 25 servings per pie.
- Serve in food boat with spork. Serve several Pumpkin Pie sample servings on table.

- Once coffee has finished brewing,
- Pour 2 oz. samples limiting number of poured coffee samples to keep samples from getting cold.
- Be sure to remind consumers that samples are HOT.
- Offer stir stick if consumers want to add Lucerne Half & Half and/or a sugar packet.
- Offer napkin as needed.

• Engage consumer with Conversational Starters and Product Features and Benefits:

- "Today we're featuring our Safeway SELECT Limited Edition Papua New Guinea Coffee. It's a sweet, fruity medium roast."
- "Papua New Guinea is just one of the Safeway SELECT Limited Edition flavors. There's also Tanzania Peaberry – floral with a hint of chocolate and medium roast."
- "Safeway SELECT Limited Edition Coffees will be available in 2 flavors and rotate every 4 months throughout the year."
- We're also featuring Safeway SELECT Cookies. 6 flavors (check store availability): Double Chocolate chunk, Oatmeal Raisin, Milk Chocolate Macadamia, White Chocolate Macadamia, Almond Poppyseed Shortbread and Earl Grey lemon Shortbread."
- "Enjoy Safeway SELECT Cookies with a cup of Safeway SELECT Coffee."
- Safeway SELECT Pumpkin Pie is baked fresh daily in-store with rich and hearty pumpkin filling with a buttery crust."

• Close the Sale:

- "Buy Safeway SELECT Limited Edition Papua New Guinea Coffee, Safeway SELECT Pumpkin Pie and Safeway SELECT Cookies for your next party or family gathering."
- "Safeway SELECT Limited Edition Coffees are only in stores for 4 months, so be sure to grab a bag of these special flavors!"
- "Why not treat yourself to a bag/box of Safeway SELECT Limited Edition Coffee and Cookies and pick up an extra bag or box as a hostess gift."
- Know product location and price point.
- Discard cold/dried out samples.
- Alternate sampling Safeway SELECT Cookie flavors. Please only feature ONE flavor on the table at a time.
- Upon completion of sampling, return display product to store shelf.
- **Be sure to keep both Sign Holders for future samplings.**
- Complete 3-part Safeway Consumer Brands Sampling Product Usage Report Form (ROWSAP items only) making 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.

Product Location:

Safeway SELECT Limited Edition Papua New Guinea – Coffee Aisle
Safeway SELECT Pumpkin Pie – Bakery Department
Safeway SELECT Cookies – Cookie Aisle

Product Substitute:

You may substitute the following Safeway SELECT Coffee should the Papua New Guinea not be available.
Safeway SELECT Limited Edition Coffee – Tanzania Peaberry - UPC#21130-45105

- ♦ Serve Hot food hot and Cold food cold. Throw away any samples that sit on the table at room temperature for more than 30 minutes. Keep it fresh and appetizing.
- ♦ Make sure customer selects the samples in a way that would not result in contamination of adjacent samples or of single serve utensils.
- ♦ **Engage** the consumer to purchase the product. Ask the customer if they would like to purchase the product. Know the product location and price. Listen to the customers.
- ♦ DO NOT leave samples, coupons, brochures or equipment, etc. on the event table when you are on your break. A sign is to be placed on the event table informing customers of the time of your return.
- ♦ Make sure the table is kept free of debris.
- ♦ Do not store any food on the floor. Make sure it is in a cooler or bag.

Samples should not be handed directly to children under any circumstances. Hand the samples to the parent, or the responsible adult accompanying the child and let that person give the samples to their 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.

Health and Safety

- ♦ IMPORTANCE OF WASHING HANDS AND CHANGING GLOVES - You must wash your hands thoroughly immediately before food preparation.
 - Change your gloves every time you touch other bare human body parts other than clean hands and arms.
 - Change your gloves and wash your hands every time you use the restroom.
 - Change your gloves when they rip or tear.
 - Change your gloves every time you leave the demo table.
 - Change your gloves if you sneeze or cough.
- ♦ Wear a hairnet, hat or other agency approved hair restraint during all food demonstrations (if applicable). (The hair restraint must cover all hair including ponytails, braids, and bangs thus enabling the forehead and neckline to be seen).
- ♦ No eating, drinking, sitting, smoking, reading or chewing gum while conducting a demonstration.
- ♦ Demonstrator must be free from illness or disease that may be passed to the public through food handling.
- ♦ At no time will food or equipment be left unattended on the demonstration table. Electrical equipment must be removed from the table, except for microwave ovens, and taken to a holding place out of reach of customers during your break (*if applicable*). Keep knives under the table and out of sight when not in use.
- ♦ Do not leave hot appliances or utensils unattended (if applicable).
- ♦ Please display your Agency provided "Hot Sign" when applicable.

End of the Day

- ♦ Clean up, breakdown your table and leave your area as you found it. Please discard any manuals or POS material in a trash or recycling (if available and appropriate) receptacle.
- ♦ Please do not leave the store with coupons or sample product.
- ♦ Take note of units used of **Safeway Coffee Condiments & Supply ,Safeway SELECT Coffee ,Safeway SELECT Cookies ,Safeway SELECT Pie - 11-inch** and report results on Safeway pProject Usage Form..
- ♦ Complete your PromoReports® Form and obtain a store stamp and Manager's signature.
- ♦ It is mandatory that you enter your results online or call into PromoReports® at (877) 885-8822 upon demo completion. For online entry please follow the instructions on your PromoReports® form.
- ♦ Be sure to mail your PromoReports® Form, Agency Required Paperwork, and any receipts you might have to your agency immediately following your call.

Reference Images



Safeway SELECT
Cookies - Almond Poppyseed
Shortbread



Safeway SELECT Coffee Limited
Edition - Papua New Guinea



Safeway SELECT Coffee Limited
Edition - Tanzania Peaberry
(Substitute only)

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INTER-OFFICE COMMUNICATIONS

To: Safeway Store Managers

From: Safeway Sampling Team

Location: In-Store Sampling

Date: February, 2012

SUBJECT: Consumer Brands Product Sampling Reimbursement

When conducting any Safeway Consumer Brand programs, the stores will receive a credit for the product that is used during the sampling event.

Promoworks demonstrators will use the product at the store level to support the demo at no cost. Promoworks will keep track of all products pulled off the shelf for the sampling event. The total number of units will be credited back to each store, based on the number of units taken from the shelves and the average cost of goods for that particular Division. This is calculated using the summary detail provided by Promoworks from their automated system. These units should also be verified by the store Manager or inventory personnel. Promoworks verifies the total amount of units used at each store before submitting a final report to the CB Finance Team at Safeway. CB Finance will then calculate the credit to each of the stores and send to NASC to book the entries. The credit will be booked **5-6 weeks** after the sampling event.

The "Consumer Brands Sampling" form also needs to be filled out in order to help validate the Promoworks amounts. Each demonstrator will have the form that needs to be filled out and signed by store personal and the demonstrator. The form has three copies, White = Store Copy, Yellow = Vendor Copy, Pink needs to be sent to CB Finance (address below). This form does not need to be sent to NASC, a form 120 does not need to be created. The stores can use the sampling form to match the sampled units up with the ROWSAP report. If there is any discrepancy please contact CB finance for resolution.

Form 120's do not need to be created, the credits will be calculated back stage.

ROWSAP:

Credit for the product sampled at an in-store demo is calculated based upon the actual product usage for that particular item. The extended amount will be forwarded to accounting and appear on each of the store's ROWSAP report. Product cost and retail information is obtained through the UPCfin system. Store manager/clerk must verify that the total number of units credited on the ROWSAP report reflect the total number of units used for sampling by using the CB sampling form. If there is a discrepancy please contact Greg Haughton (see below) to be resolved.

(Please allow 5-6 weeks for the credits to be booked)

PromoWorks Demonstrators:

If you have any questions regarding the above, please call the PromoWorks Engagement Specialist Hotline at (800) 238-9199 for assistance.

Store Managers:

If you have any questions regarding the above procedures, please contact:
Greg Haughton

Greg.Haughton@Safeway.com

Manager FPA Consumer Brands, Safeway Inc.

5918 Stoneridge Mall Road

Pleasanton, CA 94588-3229

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