

Target Adult Beverage Sampling



Product Connections
A WIS INTERNATIONAL COMPANY.

Welcome to the **Target Adult Beverage Sampling** course! In this course you will learn:

- The pillars of the Adult Beverage Sampling Program
- Pre-execution Tasks
- Beer & Wine Basics
- Adult Beverage Sampling Execution
- How to Complete the Post Event Process

If you need to quit the course before it is complete, please use the **Exit Course** button in the upper right corner of your screen. This will help to ensure the course bookmarks your progress, so you can return to the course where you left off.

Each lesson must be completed in order to receive credit. This required course will take you approximately **60** minutes to complete.

STOP!

It is important to ensure that your browser settings allow for communication between your computer and BlueVue. If your settings do not allow for communication between your computer and BlueVue, your course may not correctly bookmark your progress or register your completion.

This guide can help you ensure your browser settings are correct:

<https://crossmarkconnect.force.com/connect/s/article/BlueVue-General-User-Overview-Quick-Reference-Guide>

(Please note this knowledge base article link will open in a new tab or window when clicked.)

To begin, select the lesson, **Program Overview**, from the Table of Contents below.

Program Overview

Pre-Execution Training

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Adult Beverage Sampling

Post Event Process

Summary

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Program Overview



Product Connections™

A **WIS INTERNATIONAL** COMPANY



TARGET

Introduction to Adult Beverage Sampling

Welcome to the BEST Team! We're so excited you're here!

In this lesson you will learn:

1. What our team does
2. The pillars of the Adult Beverage Sampling Program
3. The structure of a Target store
4. The tools you will need to succeed

What We Do

- Product Connections, a WIS International Company, and Target have partnered together to promote Adult Beverage products within Target stores. Together, our goal is to enhance the Target Guest shopping experience, promote exciting products within the wine and beer categories, and generate additional sales. We can't do any of this without you!
- You have been specially selected to be part of this program because of your experience, and because of the enthusiasm we know you will bring to the stores. The role of the Adult Beverage Brand Ambassador is the most important component of this program – you are the one who will bring the product to life and introduce it to each Guest who passes by. You are the face of the program, and the one who will make our Adult Beverage program a success!
- As you may already know, Adult Beverage events are highly regulated with very strict compliance standards to ensure safe sampling for each Target Guest. Formal certification is required in order to perform and execute any Adult Beverage events. You'll learn more about these details and how to ensure you are set up for success in the following pages.
- During this training, you'll learn about our Program Pillars and why they are important, what type of training is required before you can perform an Adult Beverage event, and so many more tools that are available to ensure you are successful in your new role.

The Pillars of the Adult Beverage Sampling Program

Pillar #1 - Focus on the Guest

Your interaction with the Guest is the most important part of your role!

- Build a relationship with everyone you come in contact with.
- Make each Guest smile and feel special, and give them a lasting impression.
- Remember, you make the difference by making a difference in the Guest's day.



Pillar #2 - Perform with Integrity

Perform with the highest integrity in all that you do, every day.

- Know the basics inside & out and continuously aim for self-improvement.
- Take pride in what you do! Treat each shift like you're running your own business.
- Deliver with excellence for your peers, supervisors, and Guests.
- Do your best every day. Remember, learn from failure and celebrate success!
- Always do what's right for the Guest, your company, and for yourself.



Pillar #3 - Always Look Forward

Motivate and challenge yourself and those around you for continuous improvement.

- Explore new ways of working and share those successes with others.
- Make sure you're maintaining strong communication flow: your information and feedback matters!
- Welcome change: the future is full of innovation if you're listening and open to it!



Store Structure

Target stores are fast-paced and team members prioritize their work based on daily assignment sheets and immediate business needs. Assume that most of the workload associated with your event will not be managed by a Target team member.

When conducting your event, positive communication and interaction with the store team will help ensure a successful event.

Your main point of contact in-store is the Food & Beverage Leader (FBL). This is the leader in charge of all food and beverage operations. You may also interact with the Store Director (SD), who is the leader in charge of all store operations.

The Tools You Need To Succeed

In addition to this course, there are several more tools to ensure you are set up for success. Select each **tab** to learn more.

[AB PLAYBOOK](#)[EVENT MANUALS](#)[CONSISTENT COMMUNICATION](#)

This playbook will be easily accessible via the Tools Folder in the Movista application.



AB PLAYBOOK	EVENT MANUALS	CONSISTENT COMMUNICATION
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Clear, specific instructions for before, during, and after each event. Includes item specific information, including talking points and selling tips.

You will receive an event manual for each event you execute via the Movista application.



AB PLAYBOOK	EVENT MANUALS	CONSISTENT COMMUNICATION
--------------------	----------------------	---------------------------------

Your Supervisor will provide frequent, meaningful communication to you regarding upcoming programs and important reminders.



Complete the content above before moving on.

Summary

In a nutshell, we pride ourselves on always doing what's right for the Guest, ensuring a positive experience by being knowledgeable and presentable at all times, and acting with integrity. These simple focus points will lead you, and all of us, to great success!

Knowledge Check

Match the Pillar below with the goal.

☰ Focus on the Customer

Build a relationship with everyone you come into contact with.

☰ Perform with Integrity

Always do what's right for the guest, your company, and for yourself.

☰ Always Look Forward

Always be ahead of your competition

SUBMIT



Complete the content above before moving on.

Pre-Execution Training

Introduction

This section covers guidelines and pre-event information that will help ensure success when conducting your sampling event.

Guidelines

Any off-premise retailer authorized to sell or serve alcoholic beverage to the consumer during a product tasting must follow these guidelines:

- You may open, touch, or pour wine and beer.
- You may make product presentations and answer questions.
- You may only conduct tastings of wine or beer that Target currently sells and only approved items listed in your manual.
- You may not collect a fee of any sort from a consumer participating in the sampling.
- Any unused portions must be taken to a Food & Beverage Leader (21 years of age or older) for proper disposal.

Event Duration and Shift Times

Most Adult Beverage shifts will be three (3) hours in length, including set up time. Check in your event manual to verify shift length. The shift length will also be in the naming convention as outlined below.

Each Adult Beverage shift will be listed in the One by Movista App for you to report against when you are finished. Here are some helpful hints for understanding the name of the Adult Beverage event in the system:

Regulatory Guidelines

Because we are a Third Party serving alcoholic beverages to Target Guests, it's likely that you will periodically receive a visit from a regulator that works for an Alcohol Beverage Control Agency.

The regulator may or may not announce who they are, but will be observing to ensure we are in compliance with alcohol regulations, such as serving the proper amounts and always checking ID. The regulator may also check to ensure you are properly certified and licensed, as required by the state.

If you receive a visit, letter, citation, or any government contact that an alcohol violation has occurred, comply with the agent and immediately end your event. Within 30 minutes of this happening, contact your scheduler with all details as well as the nearest Target Store Director. Do not leave unattended open containers of alcohol.

Action Required if Alcohol Violation Occurs:

1. Gather all details including date, time, involved parties' names, specific violation or concerns, and your understanding of the incident.
2. Communicate the incident and all details within 30 minutes to your scheduler and to the Target Store Director.
3. End your event using proper post-event processes until further notice from your scheduler. Do not leave unattended open containers of alcohol. Document alcohol violation in your mPlan in the open feedback section. Take photos of any citation document and upload it into your mPlan as well.

Following an incident and the above steps, your scheduler will help you to understand next steps and any further action required.

Adult Beverage Kits

Each Target store will have one Product Connections Adult Beverage kit located in the back room in the designated area. Look for the Product Connections sticker to ensure you're using the correct kit. Work with Store Management as needed to locate.

Select each marker below to review the contents of the kit:





Wine and Beer Bucket

Use this to chill beer, white wine, and other products based on instructions in your event manuals.



Caddy

This will be labeled and stored in Target's designated demo area and contains all kit contents listed here. Do not discard!



Acrylic Sign Holder

This should always hold your "We ID" sign, and will likely also hold each event's QR code.



Multi-Way Opener Tool

This should be used to open wine and beer bottles



1 oz Pour Spout

This helps to properly measure your sample and helps to prevent over-serving based on state and local laws. Use this as a guide to maintain regulations for your state.



Complete the content above before moving on.

Knowledge Check

Click on the correct statements below regarding sampling. Select all that apply.

During a sampling, you may make product presentations and answer questions.

Each sampling event will be 3 hours in length.

Any unused portions must be taken to an FBL (Food & Beverage Leader) immediately following the sampling event.

It's okay to serve someone who may appear intoxicated, as long as they have proper ID.

SUBMIT



Complete the content above before moving on.

Beer & Wine Basics

Introduction

As Adult Beverage Brand Ambassador, you must be knowledgeable not only in the specific product you are presenting, but also in all areas of adult beverage.

Let's talk beer!

All beer is made up of four main ingredients: yeast, hops, barley and water. The sugar is removed from the barley, so the yeast can eat the sugar and release the alcohol and CO₂. This is what produces beer! Within beer selections, you'll find Ale and Lager Families.



Ale Beer

- Fermented at room temperature
- Usually more full-bodied and fruitier when compared to a lager
- More robust and complex

Some examples of the Ale Family include:

- American Pale Ale
- India Pale Ale (IPA)
- Indian American Amber / Red Ale
- Hefeweizen (Heh-feh-vite-zehn)

Lager Beer

- Fermentation is slower and the beer is more stable.
- Can be stored (“lagered”) longer and have a clean, crisp quality
- Are more popular in the United States

Some examples of the Lager Family include:

- Pale Lager
- Pilsner
- Bock
- Oktoberfest



Let's talk wine!

There are two main types of wine: red and white. Wine has unique and important descriptors that will help you in speaking knowledgeably to Guests.

Select each **plus sign (+)** below to review some common descriptions of wine.

Acid —

A characteristic of white wines

Balance —

The right proportion of alcohol, sugar, acid and tannin

Body —

The “weight” of the wine in your mouth

Dry —

Not sweet. Usually used to describe red wines that are high in tannins.

Look —

Swirl the wine and describe the visual characteristics like color and clarity.

Notes —

Subtle flavors as you sip the wine.

Smell —

The aroma produced when oxygen is combined with wine molecules.

Soft —

Indicates a smooth wine as the opposite of a crisp wine.

Tannin —

A byproduct of grape skins, seeds, and wood found in red wine, generally associated with barrel aging, leaving mouth feeling dry.

Taste —

- Reds are often suggestive of woody, pepper, berry tastes.
- Whites often have apple, vanilla, citrus or flowery flavors.



Complete the content above before moving on.



White Wines

White wines are actually yellow or golden in color, and are made from the juice and skin of green, gold, or yellow grapes. White wines are also made only from the juice of red grapes (not the skin). Types of white wine include:

- Chardonnay (shar-doh-nay)
- Sauvignon Blanc (so-vin-YAWN blahnk)

- Pinot Grigio (pee-no gree-joe)
- Riesling

Red Wines

Red wines are known for their tannins which gives them the “pucker power” and dryness in the mouth after drinking. The color of red wine is a result of the skins being in contact with the grape’s juice during fermentation. Types of red wine include:

- Syrah (sih-rah)
- Merlot (mer-lo)
- Cabernet Sauvignon
(ka-ber-nay so-vee-nyon)
- Pinot Noir (pee-no-nwar)





NOTE: This does not include all wines that you may sample. Please refer to your Event Manual for additional product knowledge and pronunciation of the specific wine featured in your event.

Target Private Label Wine

Target offers three affordable private label wine brands which you might be asked to demo on occasion.

These include:

- Wine Cube
- California Roots Wine
- The Collection Wine

Select each **tab** below for an overview of each product. You will be provided with more extensive knowledge of each one in your event manuals.

WINE CUBE	CALIFORNIA ROOTS WINE	THE COLLECTION WINE	THE HEADLINER BY PRESS PLAY W...	SUN
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Introduced in 2003, the Wine Cube is Target's private label wine product. It's portable, award-winning varietals are kept fresh for up to a month thanks to Target Wine Cube's innovative packaging. Unlike bottled wines, Target Wine Cubes prevent the inflow of oxygen, guaranteeing that the last drop is as good as the first.



WINE CUBE

CALIFORNIA
ROOTS WINE

THE COLLECTION
WINE

THE HEADLINER
BY PRESS PLAY W...

SUN

California Roots is Target's exclusive line and includes blends that are carefully crafted with premium, California-grown grapes and priced at only \$5 a bottle.



WINE CUBE	CALIFORNIA ROOTS WINE	THE COLLECTION WINE	THE HEADLINER BY PRESS PLAY W...	SUN
-----------	-----------------------	---------------------	----------------------------------	-----

The Collection Wine is Target's newest assortment of premium California wines priced at \$9.99 per bottle. The line includes five varietals and the grapes are from the Monterey and Lodi regions of California.



WINE CUBE

**CALIFORNIA
ROOTS WINE**

**THE COLLECTION
WINE**

**THE HEADLINER
BY PRESS PLAY W...**

SUN

The Headliner Wine is an assortment of California wines priced at \$7.99 per bottle. The line includes three varietals and the grapes are from regions of California.



WINE CUBE	CALIFORNIA ROOTS WINE	THE COLLECTION WINE	THE HEADLINER BY PRESS PLAY W...	SUN
-----------	-----------------------	---------------------	----------------------------------	-----

SunPop Wines is a Target exclusive. This fun and fruity wine is a great companion for any party or vacation and priced at only \$6.99 per bottle.



Complete the content above before moving on.

Knowledge Check

Match the terms below to the appropriate descriptions.

SUBMIT



Complete the content above before moving on.

Adult Beverage Sampling

Adult Beverage Sampling Event

When conducting a sampling event, it's important that you execute properly, from appearance, to set up, and engaging guests.

Event Day Expectations and Retailer Protocol

- Arrive in-store prior to event start time and sign vendor log at Guest Services for each shift.
- Request support from a Food & Beverage Leader (FBL) to help with event setup if needed. Total setup time should typically take between 5 and 10 minutes total and includes:
 - Study your manual before the event so you are ready to inform guests of the product you are sampling. You will also need to scan the QR code to watch the product video in order to get more talking points.
 - Restocking or merchandising the D2D cart if needed.
 - Friday sampling events should be conducted immediately after setting up the D2D cart for the VEE program.
 - Confirming wet sampling vs. educational event in the 1Hub Mobile app.
 - Retrieving supplies from back room, including the sneeze guard. If you do not have a sneeze guard you cannot perform your event. The AB kit tote should be stored in the backroom while executing your event.
 - Obtain ice (if needed) by working with a FBL (Food & Beverage Leader) to get ice from the back of the store in the deli or meat area. You can also get ice from the in-store Starbucks as well.
 - Obtaining Adult Beverage product for sampling purchase from back room (do not take from sales floor shelf if possible).

- Do not sample or promote an item if it is not in stock. Refer to your event manual for backup products should the featured item not be in stock.

Appearance & Dress Code

The Adult Beverage Brand Ambassador is expected to be highly presentable and always in adherence to the proper dress code. You are a representation of both Target and Product Connections, and your dress code and appearance play a large role in how the Target Guest perceives you.

Select each **marker** in the image below to learn the elements of our dress code





Shirt

Shirt must be a clean, long-sleeved, collared, black/white gingham.



Mask

Bring a mask to wear while executing your event. Black or a solid color mask is preferred.



Single-Use Gloves

Be sure to wear single-use gloves during your event. Change them frequently.



Badge

Your company provided name badge must be worn at all times during your shift.



Pants

Clean, black slacks or black dress jeans (no holes or "worn" looks). No yoga pants.



Apron

Company provided gray apron, free of wrinkles.



Jewelry

Jewelry is acceptable if professional in style and appearance.



Shoes

Black, closed-toe, closed-heel, professional in appearance. No canvas sneakers.



Complete the content above before moving on.

Personal Hygiene

Cleanliness and personal hygiene is crucial!

- Fingernails should be kept clean and professionally trimmed.
- Hair should be styled professionally and groomed appropriately, including facial hair.
- Wear a mask.
- Wear gloves while executing wet sampling events.

- Wash hands and change gloves frequently, especially after the below activities:



Using the restroom



Eating or smoking





Rest break



Touching exposed skin



Sneezing or coughing



Complete the content above before moving on.

Obtaining Product for Sampling

The process of obtaining adult beverage product for your Target event utilizes the ComData card you were provided. It is important to follow these instructions carefully:



ComData Cards

- ComData cards are pre-loaded for the proper dollar amount and used to purchase all alcohol product for an Adult Beverage event.
- These cards are loaded prior to each event shift for the Brand Ambassadors assigned to the event, and can be used as a credit card in-store.

Using ComData Cards



Step 1

Product Quantity

Refer to your event manual to locate and purchase the appropriate quantity of product that is specified. Don't forget to work with the Food Expert to pull product for sampling purchase from the back room before you pull it from the sales floor shelf.

It's important that you do not exceed the amount listed in the event manual or your card will be declined.

Step 2

Checkout

Take this product to the checkout at the beginning of your shift and use the Comdata card as a credit card for payment.

Be sure to not purchase more than the quantity listed in your event manual, or your card will be declined.

Step 3

Keep Your Receipt

Keep your receipt in a safe place after purchasing the product as you will need this information when you are reporting your event later on.

Step 4

Card Support

If you have problems with your card the day of the event, please refer to your event manual for support instructions or reach out to your supervisor directly for assistance.



Complete the content above before moving on.

Setting Up Your Cart

In order to have a successful event, it is critical that your cart is set up properly. Speak to the manager if you are missing any items from your cart. Select each **marker** in the image to learn the key aspects of a successful cart setup.





Sampling Space

Pour samples on the top of the cart. We recommend you have 4 samples poured and ready to sample at all times. If extremely high traffic, you may pour additional samples. However, be sure you are checking IDs before offering a sample.



D2D Cart

This is the only approved sampling cart for this program. If your cart is damaged or if you cannot locate your cart, immediately contact your Supervisor for instruction on how to proceed.



Trash Can

Black trash can and black liners will be provided to you for this program and will be stored in the backroom next to the AB kit. The trash can will need to be set up behind the event cart during each event.



We ID Sign

All events must have a We ID sign. Often, this will be part of the QR code sign shipped to your store. Do not execute your event without a We ID sign!



Merchandising Space

Ensure cart has product for the tasting merchandised here. Remember, this product should be pulled from the back room and NOT off the shelf. Merchandise all three sides of the card to be visually appealing and with enough product for guests to take for purchase.



Complete the content above before moving on.

We ID Everyone!

Adult Beverage sampling is highly regulated and it's crucial that we remain compliant with all state and local laws and regulations. Select each **plus sign (+)** below to learn about compliance guidelines.

Check ID

Check IDs to verify age for all wet events. All IDs must be government-issued (state ID, driver's license, military ID, etc.) and the individual must be over the age of 21. Ensure IDs are not expired and verify the photo matches the person requesting the sample.

Follow Serving Guidelines —

Adhere to sample serving guidelines provided to ensure no over-serving of product, and always follow all state requirements including allowed sampling size. Do not serve to intoxicated guests, or to any guest without proper ID, regardless of appearance.

Keep opened bottles where only you may access them. All product for sampling is to be purchased before pouring any samples, unless otherwise required by state law. Always keep purchase receipts with you.

Never abandon an opened adult beverage. You must be ever vigilant to accept the responsibility you have been given.

For compliance reasons you are only allowed to sample the featured or backup item(s) as shown in your manual. Don't open other brands/items without your Product Connections supervisor's approval.

Serve only (1) 1 oz sample per guest. Even if you are sampling multiple varietals or flavors, guests can only have ONE sample 1oz sample.

If you run out of the soufflé cups (provided in kit) ask your scheduler for approval to purchase cups at your store. If this is approved, remember, you can only serve 1 oz samples in cup.

Due to covid restrictions, we can only serve samples when the guest approaches. Serve one guest at the time, do not keep multiple samples on the table. Place the sample on the cart for the guest to take, do not hand the sample directly to the guest.

You may not represent yourself as an agent or employee of Target. You are an agent of Product Connections which is representing its client under a legal agreement.

Adult Beverage Engagement Specialists are not allowed to sample adult beverages under any conditions during the course of an event.

Ensure Guests Remain Near —

Require each Guest to remain near your event cart while sampling the product. They are not allowed to leave the event area with a sample or an empty cup. Kindly offer the guest use of the trash can at the cart.

Minors not allowed —

Minors are never allowed at the event cart tasting area unless accompanied by an adult. Minors are never to be served.

Guest Concerns —

If there is an issue that results in a Guest not being served, and there is concern from that Guest, engage store management and allow them to explain and handle the issue with the Guest.



Complete the content above before moving on.



Never place product in a Guest's basket or cart. This could be seen by state and local authorities as you selling the adult beverage. If you do so, your legal liability changes instantly.

Regulatory Guidelines

States, cities, and counties may have different laws regulating adult beverages. Regardless of the information in your project instructions, it's vital that you follow the regulatory guidelines for your area. You will receive additional information on regulatory guidelines in your area from the Adult Beverage Playbook (available to download at the end of this course) and your Supervisor. This will include:

- Licensing and/or other requirements
- Serving size limits
- The process you will use to obtain adult beverage products

What happens if you break the law?

- You could personally face criminal penalties such as fines or jail time.
- Your state may revoke all issued permits or licenses.
- You could lose your job.
- Product Connections and Target could face fines and penalties.



Engaging EVERY Guest

Do you remember the #1 Program Pillar? It's to focus on the Guest. Remember, your interaction with the Target Guest is the most important part of your role. Everything you say and how you treat them will shape their experience, and it all starts with your greeting.

Select each **tab** below to review the pillars of a great Guest interaction.

GREET	ENGAGE	LISTEN	ATTITUDE
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Greet every single Guest with eye contact, enthusiasm, and a smile.

--

GREET	ENGAGE	LISTEN	ATTITUDE
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1. Engage each Guest in conversation, asking open-ended questions to generate feedback and responses.

- “What do you think about this product?”
- “What brings you into Target today?”

2. Ask Guest to scan the QR code for more information, including potential recipes, and product usage ideas.

GREET	ENGAGE	LISTEN	ATTITUDE
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Actively listen to each Guest’s response in order to link product features and benefits to their specific wants and needs.

GREET	ENGAGE	LISTEN	ATTITUDE
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Always have a friendly, professional, and helpful demeanor. If you have a genuine interest in the Guest, they will be drawn to you!



Complete the content above before moving on.

Engaging Guests: Best Practices

Talk about the product!

Once you have initiated conversation with the Guest, tell them about your product!

Product features and benefits will be included in each program's event manual. Reference these to become more familiar with each product you are sampling and share these talking points with Guests as you interact with them.

You have a limited time with each Guest, so make the most of it!

While you are pouring the product, talk about the product features and benefits and why it's a delicious offering.

While the Guest is sampling the product, talk to them about the flavor and ask open-ended questions about what they tasted.

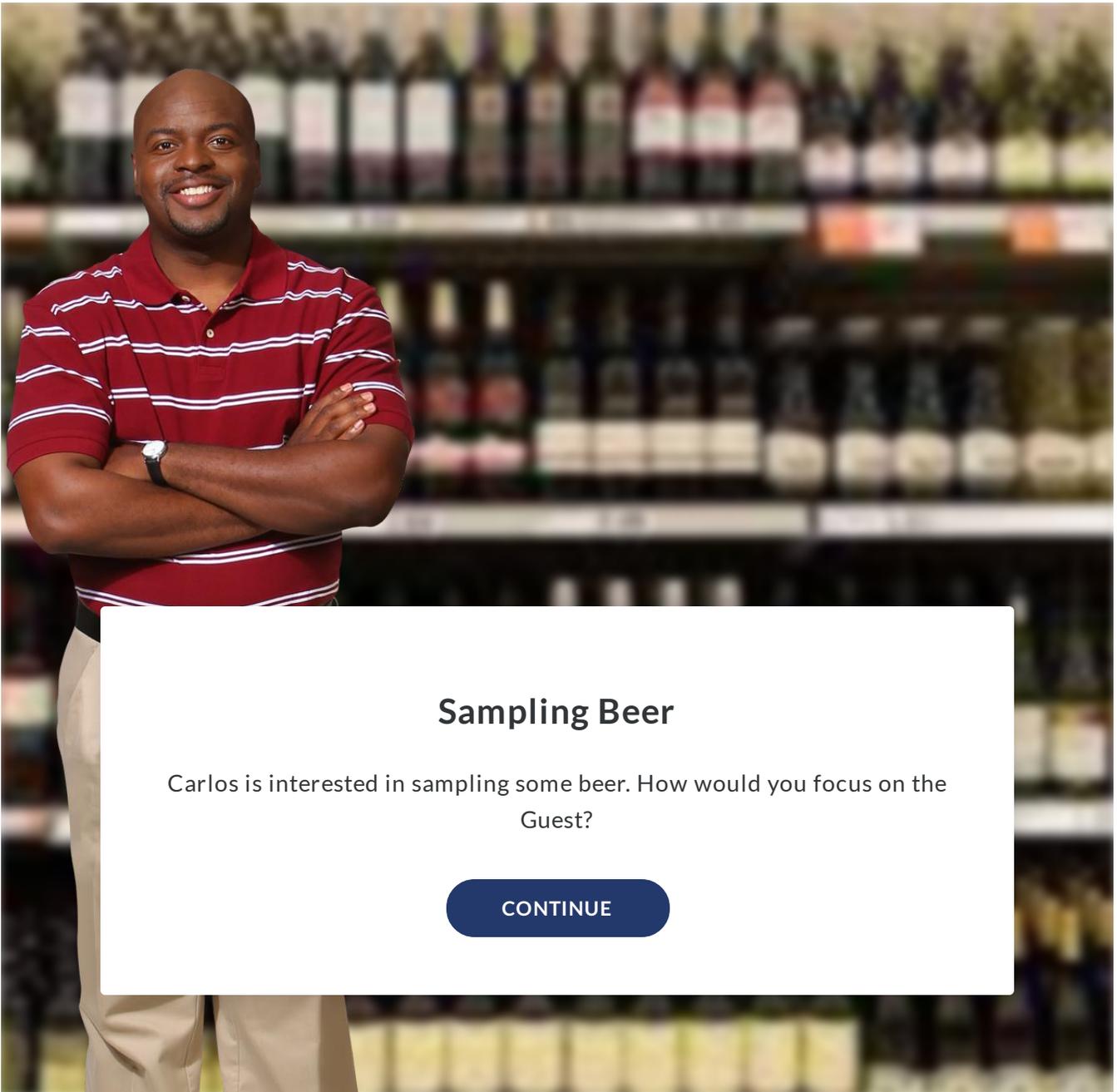
Tailor your talking points based on the Guest's feedback and needs and help point them in the direction of additional product they may be interested in.

Always display your knowledge of the products and be personable. The more helpful you are, the better experience they will have!

Practice Scenarios

Now it's your turn to practice interacting with the guests during a sampling event. Select the best response.

Good luck!



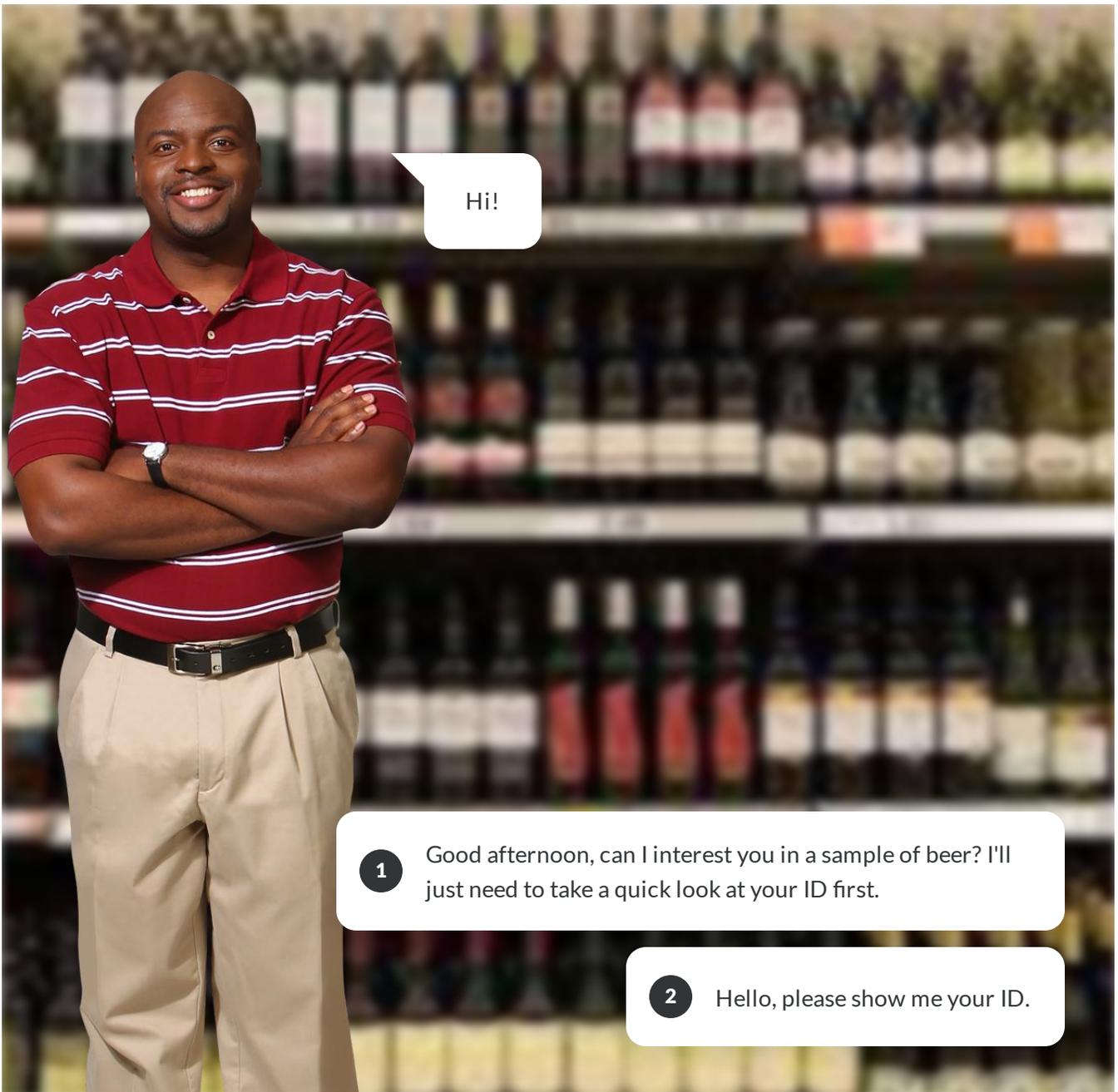
Sampling Beer

Carlos is interested in sampling some beer. How would you focus on the Guest?

CONTINUE

Scene 1 Slide 1

Continue → Next Slide



Hi!

1

Good afternoon, can I interest you in a sample of beer? I'll just need to take a quick look at your ID first.

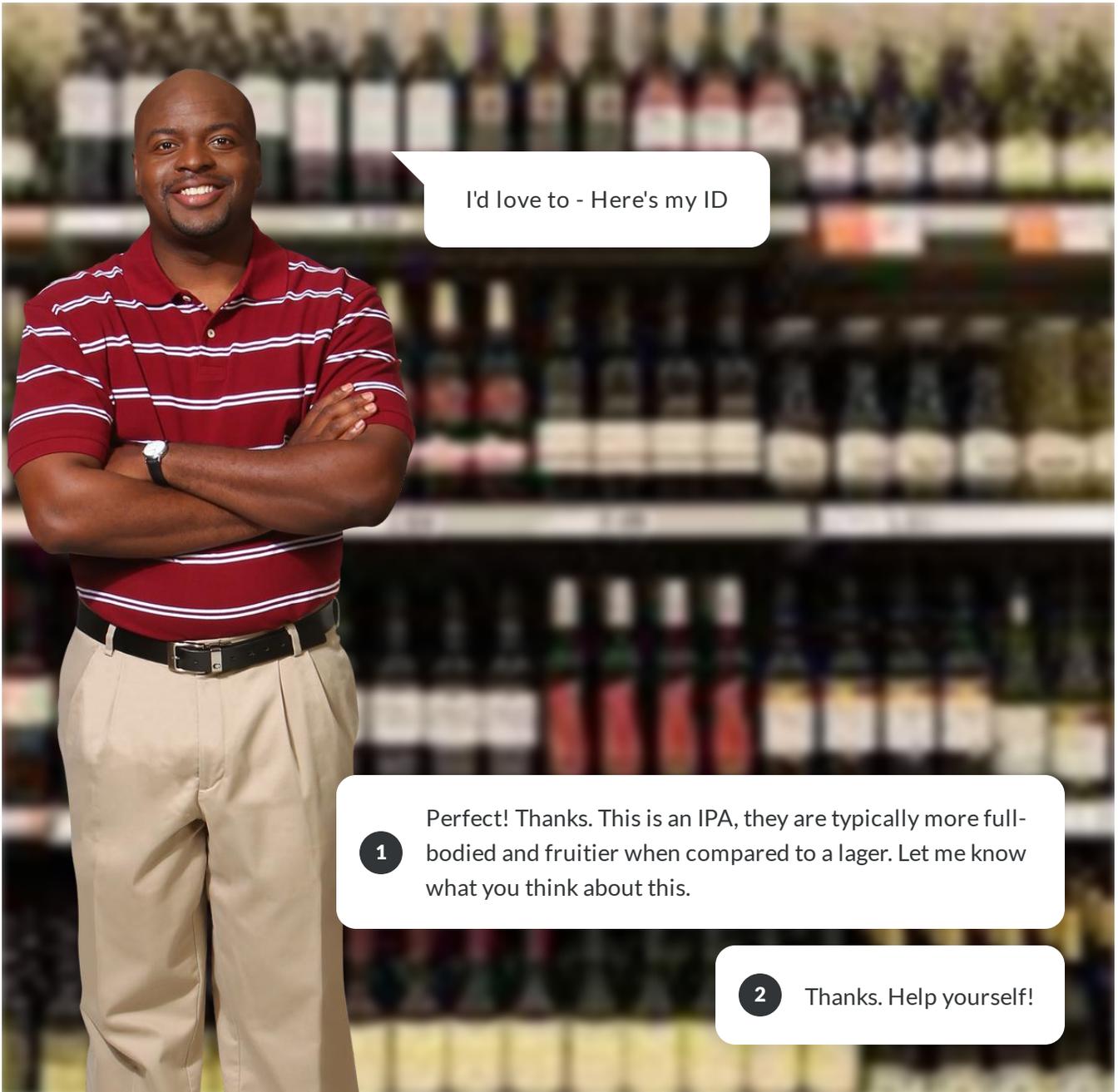
2

Hello, please show me your ID.

Scene 1 Slide 2

0 → Next Slide

1 → Next Slide



I'd love to - Here's my ID

1

Perfect! Thanks. This is an IPA, they are typically more full-bodied and fruitier when compared to a lager. Let me know what you think about this.

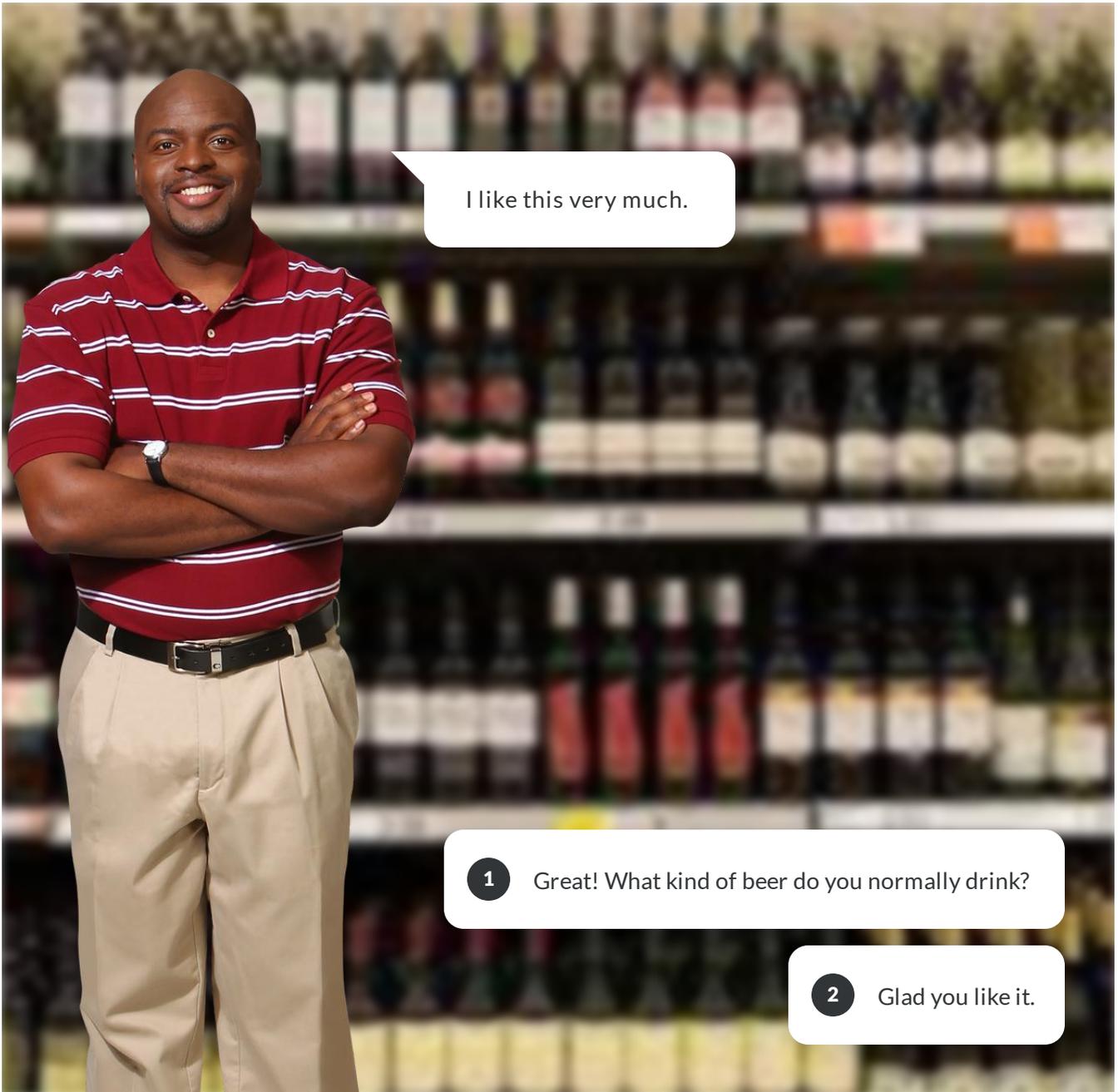
2

Thanks. Help yourself!

Scene 1 Slide 3

0 → Next Slide

1 → Next Slide



I like this very much.

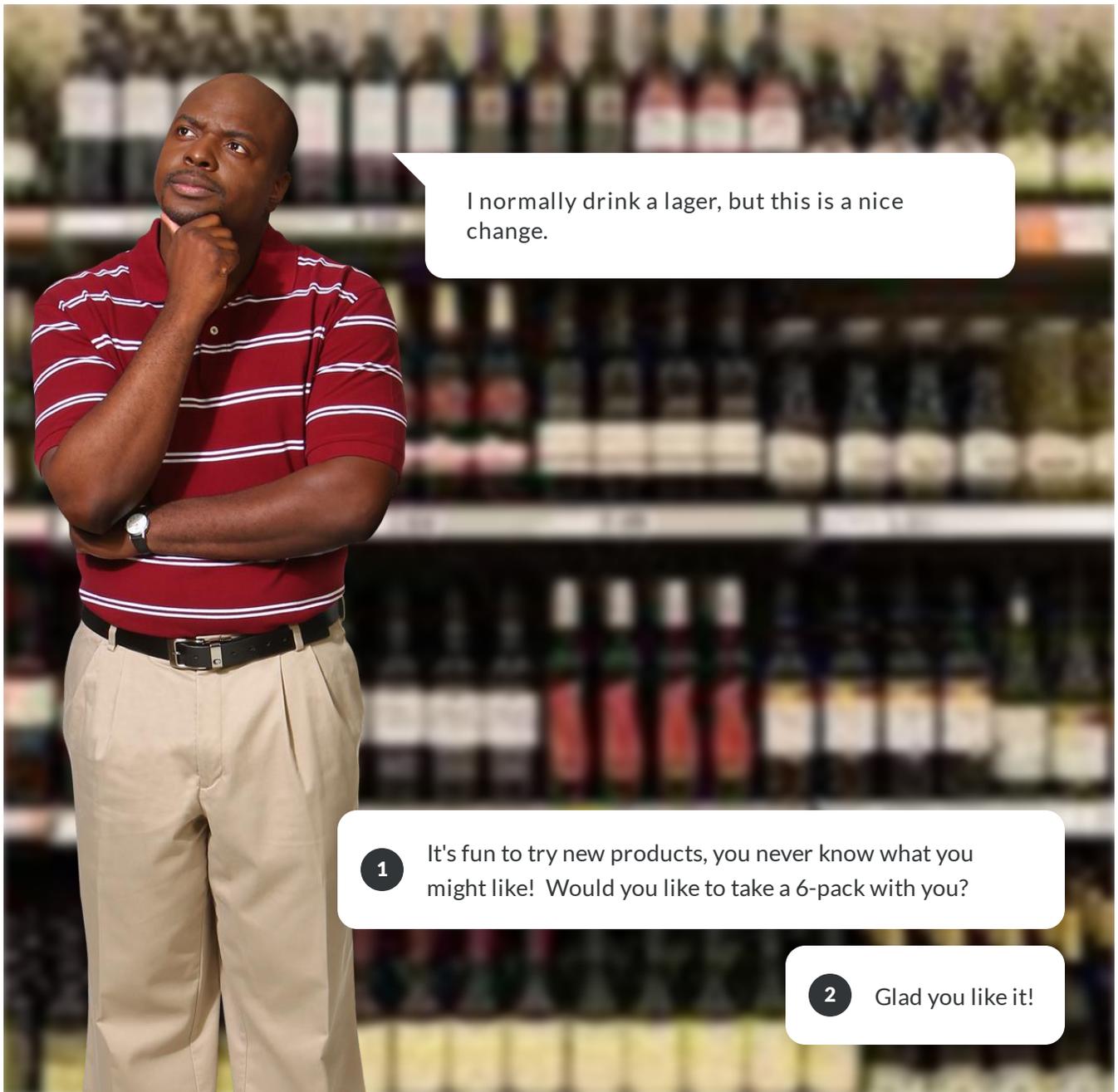
1 Great! What kind of beer do you normally drink?

2 Glad you like it.

Scene 1 Slide 4

0 → Next Slide

1 → Next Slide



I normally drink a lager, but this is a nice change.

1

It's fun to try new products, you never know what you might like! Would you like to take a 6-pack with you?

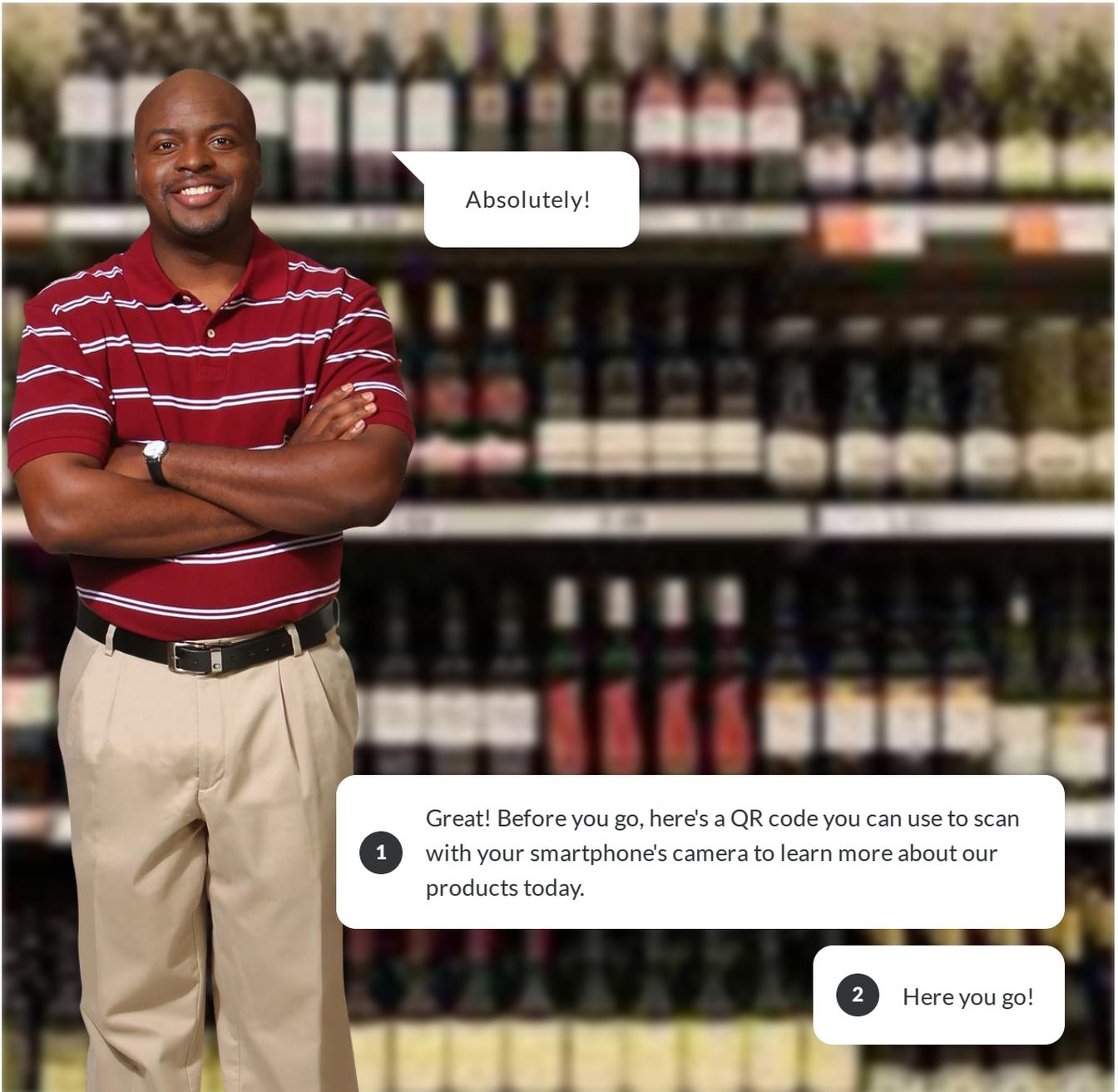
2

Glad you like it!

Scene 1 Slide 5

0 → Next Slide

1 → Next Slide



Absolutely!

1

Great! Before you go, here's a QR code you can use to scan with your smartphone's camera to learn more about our products today.

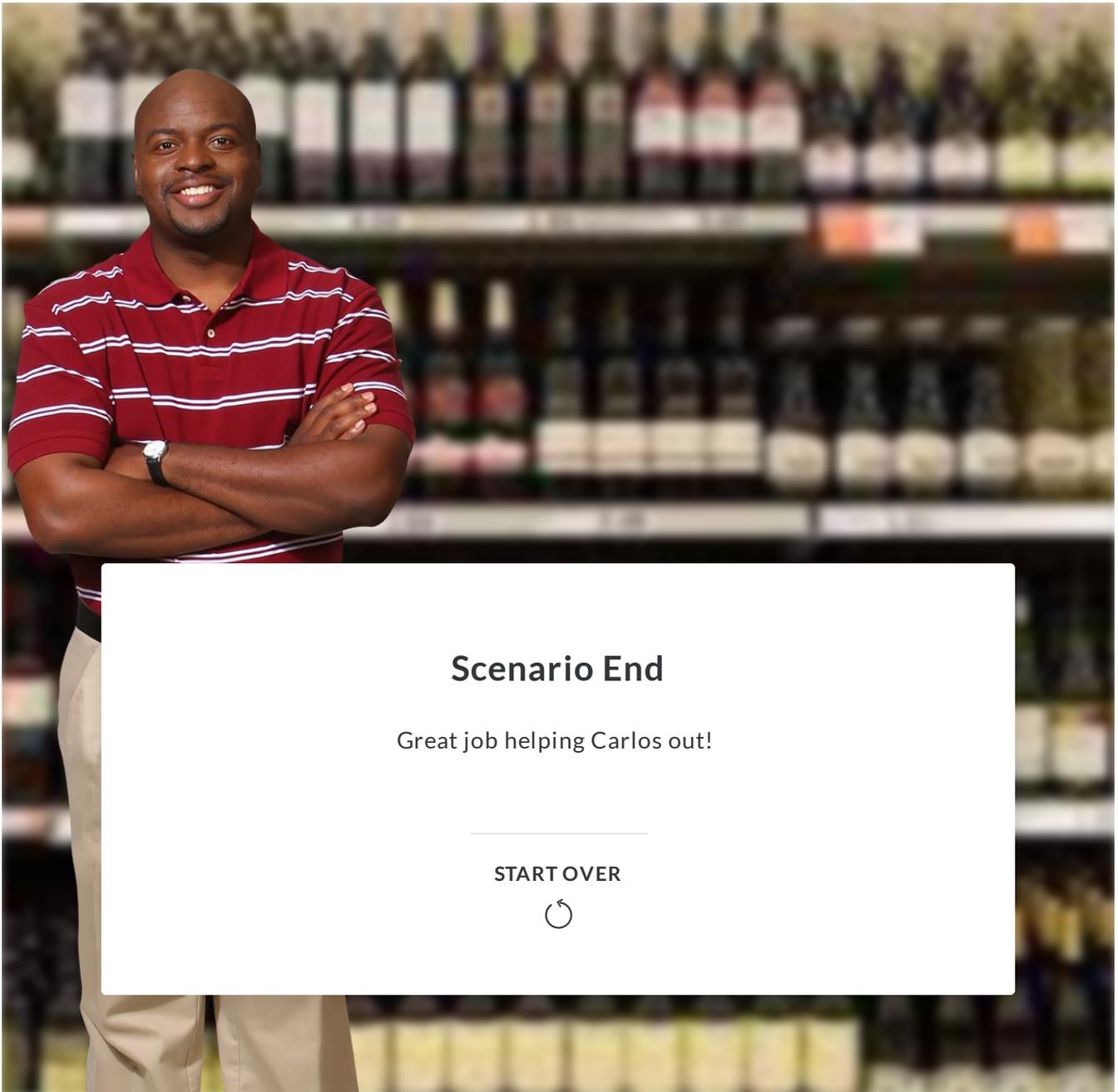
2

Here you go!

Scene 1 Slide 6

0 → Next Slide

1 → Next Slide



Scenario End

Great job helping Carlos out!

START OVER

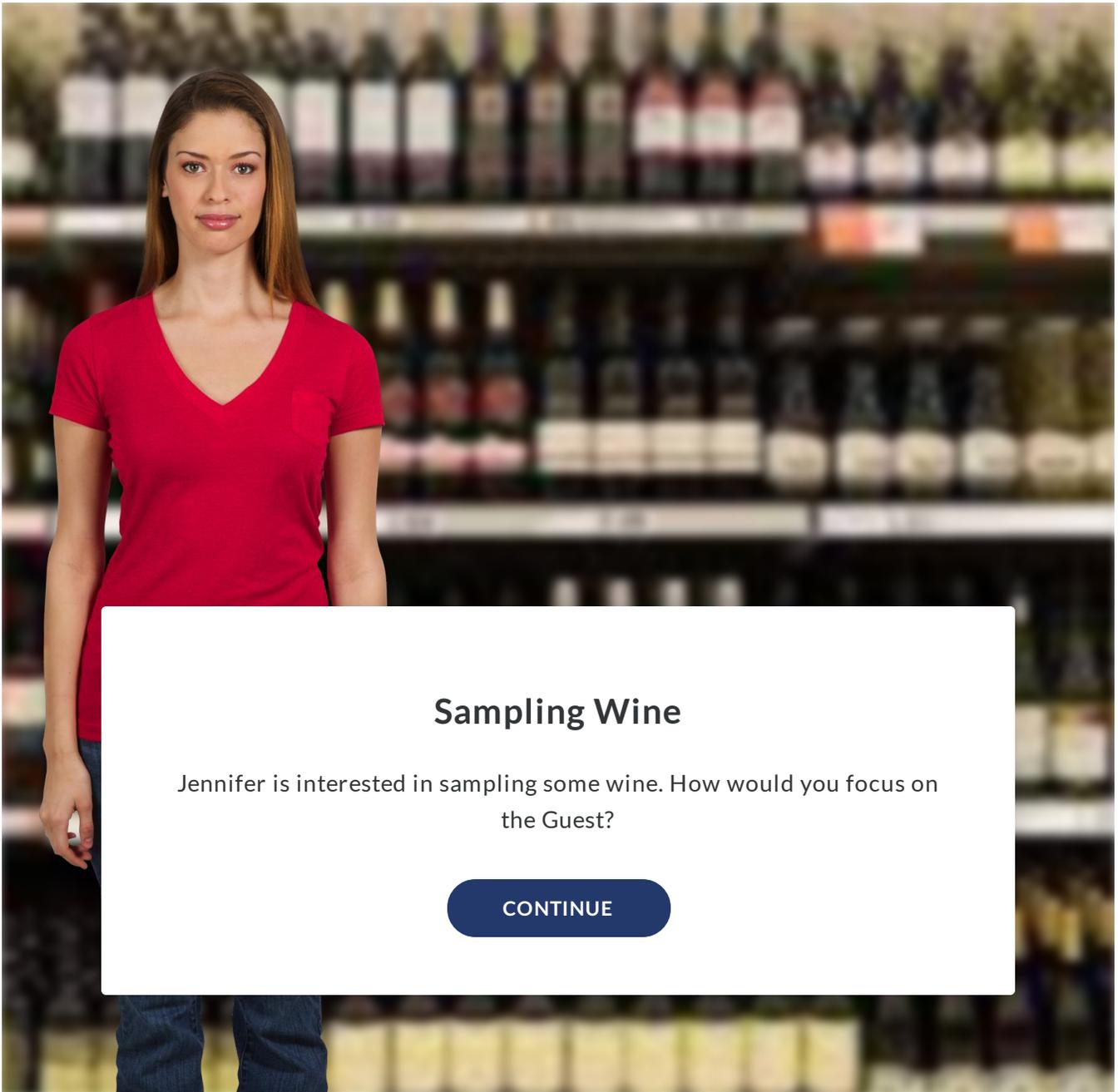


Scene 1 Slide 7

Continue → End of Scenario



Complete the content above before moving on.



Sampling Wine

Jennifer is interested in sampling some wine. How would you focus on the Guest?

CONTINUE

Scene 1 Slide 1

Continue → Next Slide



Hello!

1

Good afternoon, would you like a sample of one of our wines? I'll just need to see your ID First.

2

Hello, if you want to sample some wine I will need to see your ID.

Scene 1 Slide 2

0 → Next Slide

1 → Next Slide



I would love a sample - Here's my ID

1

Perfect! Thanks. This wine is a sauvignon blanc. Let me know what you think of it.

2

Thanks. Help yourself!

Scene 1 Slide 3

0 → Next Slide

1 → Next Slide



I like this very much. I usually drink chardonnay, but this is really refreshing and perfect for this warm weather we're having!

1

Great! Here's a QR code you can scan with your smartphone to learn more about it. Can I interest you in purchasing a bottle to enjoy with dinner?

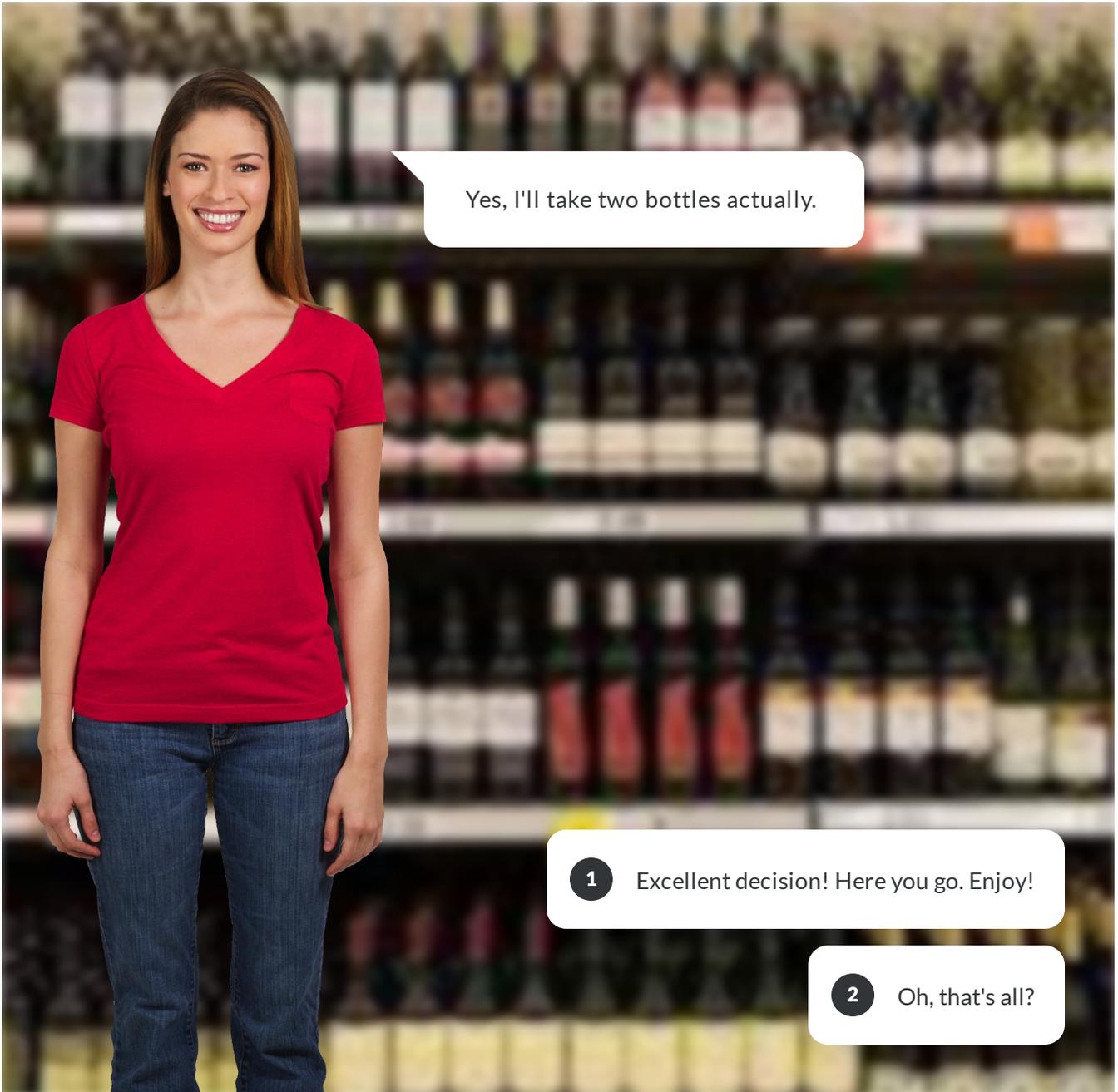
2

Glad you like it.

Scene 1 Slide 4

0 → Next Slide

1 → Next Slide



Yes, I'll take two bottles actually.

1 Excellent decision! Here you go. Enjoy!

2 Oh, that's all?

Scene 1 Slide 5

0 → Next Slide

1 → Next Slide



Scenario End

Great job helping Jennifer out!

START OVER



Scene 1 Slide 6

Continue → End of Scenario



Complete the content above before moving on.

Knowledge Check

Choose the correct statements below. Select all that apply.

The proper dress code includes a clean, black/white gingham long-sleeved collared shirt with name badge and wrinkle-free grey apron.

Every guest participating in the sampling must provide ID.

Engaging every guest is the most important part of your role.

Ask open-ended questions to understand each guest's needs as you provide samples.

A guest can have multiple samples until they are sure they like the product.

SUBMIT



Complete the content above before moving on.

Post Event Process

Post Event Process

When your Adult Beverage shift ends, it's important to refer to your event manual regarding what items, if any, can remain on the sales floor even after you leave. Any items not listed must be properly put away or disposed of. Here are general procedures, but be sure to always check your event manual for more detail.

Tearing Down

Select each **tab** below to learn how to properly tear down the event.

MERCHANDISE CART

STORE CART

REMOVE WASTE

Remove all items from the top of the cart including the adult beverage products you may have purchased for sampling.

- Store any kit contents in the designated back-room area, cleaning them as needed.
- Merchandise (unopened and not purchased) product on the D2D in preparation for the remainder of the VEE event.
- Brand Ambassadors are not allowed to take any leftover adult beverage, opened and unopened, out of the store. PC sampling supplies should also not leave the store.
- Open and unopened containers of Adult Beverage product that were purchased for the event, should be taken to an FBL (Food & Beverage Leader) for proper disposal and recycling. If there are any questions from the Target team about the AB disposal process, those can be found on Workbench (Target's internal system).

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MERCHANDISE CART	STORE CART	REMOVE WASTE
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Unless otherwise specified in your event manual, take your event cart to the back room area to be properly and securely stored in the designated demo area.

MERCHANDISE CART	STORE CART	REMOVE WASTE
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Dispose of all garbage in your store's designated waste area and store the garbage can in the designated area.

 Complete the content above before moving on.



Reporting

Using your smart phone or tablet, report your event appropriately based on your 1Hub Mobile training and event manual instructions.



Wrapping Up

- Open or un-opened containers of Adult Beverage product purchased for the event should be taken to the Food & Beverage Leader for disposal and recycling. The Food & Beverage Leader (FBL) should be 21 years of age or older.
 - If FBL is not available, take the product to Guest Services and ask for the lead on duty to dispose of product.
 - Let the team know that per Target protocol, you are handing over the purchased alcohol for disposal now that the event is over.
- Sign out of vendor log at Guest Services on your way out of the store.



Knowledge Check

Open containers of Adult Beverage product should be taken to a Food & Beverage Leader (FBL) for disposal and recycling.

True

False

SUBMIT



Complete the content above before moving on.

Summary

In this course you learned:

- The pillars of the Adult Beverage Sampling Program
- Pre-execution Activities
- Beer & Wine Basics
- Adult Beverage Sampling
- Post Event Process

Conclusion

Playbook

Please take a moment to download the *Adult Beverage Sampling Program Playbook* by selecting the PDF below. This playbook provides the program pillars, event kit overview, dress code guidelines, ID laws and regulations, event and reporting procedures, and regulatory visits and citation requirements.

 **03.2022 - Adult Beverage Sampling Program Playbook.pdf** 
2.4 MB

Congratulations

You have completed the *Target Adult Beverage Sampling* course! Please remember to record your training time.

Select **COMPLETE** to exit this course and record your completion in BlueVue.

COMPLETE

If you experience any issues with your completion registering in BlueVue, please submit a RemedyForce ticket under **Applications > BlueVue**. When submitting your ticket, please reference the "**Target Adult Beverage Sampling**" course, and (if possible) send a screenshot of this screen.

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