

Wet Sampling Set Up/Teardown Checklist



CHECK-IN/BACK ROOM – FRIDAY AM

- Arrive at scheduled Target store between 8 A.M. and 12 P.M.
- Check in at Guest Services
- Log in, clock in, and check in on the AMP Mobile App
- When clocking in, turn on your location services in the AMP Mobile App. This is mandatory
- Sign into the Vendor Logbook
- Review the mPlan project manual to confirm product and DPCI
- Let the Food & Beverage Leader (FBL) know you are there to set up your event
- Confirm the best Wet Sampling location with the FBL
- Ask permission to enter the backroom to obtain product to merchandise the D2D Cart
- Grab a designated Target cart and gather the necessary product from the backroom (remember to ALWAYS pull product from the backroom before pulling from the sales floor, and NEVER use a Target shopping cart to transport product)

FLOOR SET UP – FRIDAY AM

- If needed, build the display cart in the back of the store (or where the FBL prefers you build the cart)
- Set up the cart in the designated location
 - Flip the “Property of Product Connections” storage sign, and ensure that the backer, stickers, QR Code, and price sign are set correctly
 - Add branded side of cart signs (if applicable)
- Merchandise Sampling Cart
 - Merchandise product on the top and bottom shelves of the cart (refer to the project manual to identify the amount of product you should use for each category)
- Confirm the item price by locating the item on the sales floor shelf, and slide the price sign into the holder on the D2D Cart (work with a Target partner to print your price sign)
- Scan the QR code with your device camera to ensure the video shown matches the product displayed on your cart
- Review your event manual to prep/review product talking points and study the demo script
- Report in AMP Mobile, then check out/clock out of the app (if you are executing a Wet Sampling Event immediately after setup, DO NOT clock out/check out)

TEARDOWN – MONDAY AM

- Arrive at scheduled Target store and check in at Guest Services between 8 A.M. and 12 P.M.
- Sign into the Vendor Logbook
- Log in, clock in, and check in on the AMP Mobile App
- Let the Food & Beverage Leader (FBL) know you are there to tear down the Wet Sampling event, and ask permission to return the product to the sales floor and/or backroom as needed
- Grab a Target cart and remove all product from the D2D cart (do not use a Target shopping cart)
- Restock the product on the sales floor shelves before returning the product to the back room
- Return the empty D2D cart to the designated sampling area in the back room
- Report in AMP Mobile, check out/clock out of the app, and sign out of the Vendor Logbook (only clock out if this is your last visit of the day)

QUICK REMINDERS

- Connect to Target Wi-Fi as soon as you enter the store
- After every project, complete the mPlan in the AMP Mobile app before leaving each store
- Check out after each store visit (only **clock out** if it is your last visit of the day)
- Reach out to your scheduler with any concerns or questions

Wet Sampling Event Checklist



SAMPLING EVENT CHECKLIST

- Clock in and turn on your service locator in the AMP Mobile App. This is mandatory
- Review the project manual for images and details of how your cart should be set up
- Chill product (white & rosé wines, all seltzers and beers) while you are setting up your event
 - If you cannot chill product in the backroom fridge, purchase ice using your Comdata card and use your ice bucket to chill product
- Ensure WE I.D. sign and souffle cups are on your cart
 - **Note:** Clean/sanitize the top of the cart before your demo using cleaning wipes and paper towels. If you run out of cleaning supplies, use your Comdata card to purchase private-label supplies at the store
- Always wear gloves when handling sampling cups and wine pour spouts
 - Be mindful of changing gloves throughout the event
- Place wine opener and wine pour spout (if applicable) on the top shelf
- Store your Wet Sampling Kit in the back of your D2D cart after all kit items and product have been placed
- Set souffle cups in 10-count “cup towers” to help count how many samples are given during your event
- Place the trash can with a liner next to your cart
- Merchandise shelves with enough product to create a visually appealing display
 - **The goal is to encourage guests to take bottles from your display for purchase**
- Use the following minimums and maximums when merchandising your cart:
 - **Beer and Seltzer**
 - Minimum: 5
 - Maximum: 24
 - **Wine and Liquor**
 - Minimum: 10
 - Maximum: 40
- Call your scheduler before setting up with a backup item. This is mandatory and could result in you being removed from the schedule if you do not comply
- Count the number of samples given out during your event and report it in your mPlan
- Always check IDs to verify guests’ age and never serve underaged guests
- After you have verified the guests’ ID, pour only one 1 oz. sample per guest
- Only pour samples as guests approach your cart – do not pour in advance
- Make sure guests sample the product next to your cart and dispose of the cups at your sampling station

QUICK REMINDERS

- Connect to Target Wifi as soon as you enter the store
- After every project, complete the mPlan in the AMP Mobile app before leaving each store
- Check out after each store visit (Only clock out if it is your last visit of the day)
- Reach out to your scheduler with any concerns or questions
- Call your scheduler before leaving the store if you encounter: Insufficient inventory/can’t set up with feature item, store refusal, damaged display, or unable to locate display