

ADULT BEVERAGE

FOCUS CALL

FEEDBACK - OPINIONS - COLLABORATION - UPDATES - SUCCESSES

WELCOME!

TARGET AB SAMPLING

AUGUST SALES UPDATE

August has historically been one of the slower months for scheduled events as suppliers push their budgets toward the fall and holiday seasons. Steps our Sales and Operations teams are taking to have more events scheduled:

- Continuing to partner with Target, the Sales team now has access to the Target Feature Calendar throughout the year; this will allow the Sales team to partner with suppliers to activate while their products are scheduled to be on the feature.
- Actively rescheduling events and swapping stores; by tracking inventories well in advance, fewer events will be canceled due to lack of inventory.

Thank you for everything you do!



TARGET AB SAMPLING

OPERATIONS TEAM ANNOUNCEMENT

Lina Gonzalez is leaving her role as the Director of Operations and Angela Zapata will be taking over in the interim.

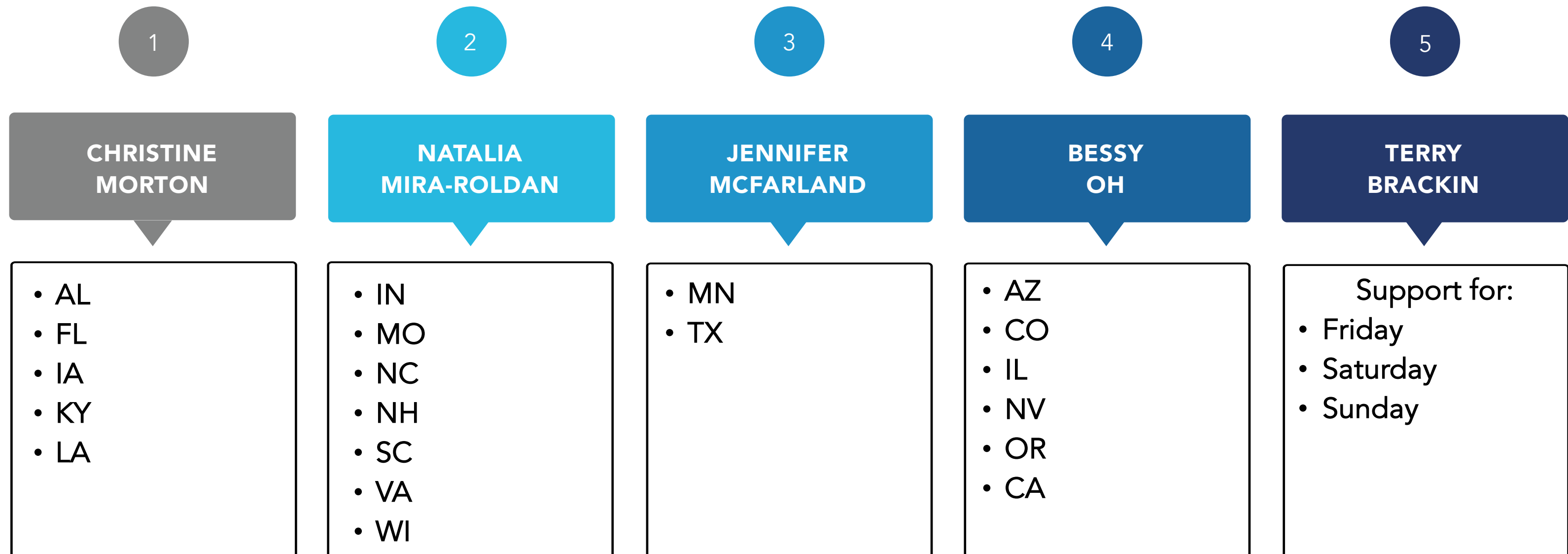
- Please join us in extending a warm welcome to Angela as she embarks on this exciting journey with us! While we will miss Lina in her role, we know Angela will do great things.
- Due to Angela taking over, the market distribution has changed, and you might have a different supervisor.
- This transition will be effective July 19th, and you may start getting communication and intro calls from your new supervisor within the next week.



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UPDATED MARKET DISTRIBUTION

Please see below the updated list for market distribution. As always, reach out to your supervisor if you have any questions!



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ACTIVATION REMINDERS: CHILLING PRODUCT

As a reminder, please make sure to chill the product that you will be sampling before your demo. This will ensure the product is ready to go for the Target guests!

A few other reminders:

- **During your teardown visit:** Make sure to check your schedule for the following week to confirm what product will activate at the store the following week.
 - Next, alert the FBL and ask where you can leave the product chilling for sampling, or request their help to chill the product for you in advance
- **During set up:** Start chilling product for demo if not chilled yet and always choose the product from coolers.



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ACTIVATION REMINDERS: DEMO START TIME

Don't forget that the approved start time for demos is 11:00 A.M.

A few other reminders:

- If your setup is done earlier than 11:00 A.M., please take a break and then start your demo at 11:00 A.M.
 - Target and vendors are monitoring our start times, and we need to ensure that we are compliant with Target's rules.
- The latest time you can start a demo is 4:00 P.M. (End time at 7:00 P.M.)

Please reach out to your supervisor if you have any questions or concerns!



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LANDING PAGE TUTORIAL: COMPLIANCE TIPS


Today we are going to show you how to access the Compliance Guidelines QRG!

- Please don't forget to utilize the Landing Page! The Landing Page is a powerhouse of training videos, essential documents, and resources designed just for you!
- To access the Landing Page, go to: <https://productconnections.com/ba-resources/>

A few ways to use the Landing Page:

- If you need to approve your mileage between stores
- Need a refresher on AMP
- Want to look at the previous AB Expert series
- Get additional training support

PRODUCT CONNECTIONS
COMPLIANCE GUIDELINES

 PRODUCT CONNECTIONS
A WINE INTERNATIONAL COMPANY

Adult Beverage sampling is highly regulated, and it is crucial to remain compliant with all state and local laws and regulations. Use this reference guide to ensure you are following all compliance guidelines.

Check EVERY ID

- You must check everyone's ID to verify age for all wet events, regardless of age appearance.
- All Photo 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.
- If you do not ID a guest, you could be subject to a penalty or fine.

Serving Guidelines


- Keep bottles where only you can access them. All product for sampling is to be purchased before pouring any samples.
- You are only allowed to sample and handle the featured or backup item(s) as shown in your manual. Do not open other brands/items without your Product Connections supervisor's approval.
- Serve one guest at a time, and only pour samples as guests approach your cart – do not pour in advance. Place the sample on the cart for the guest to pick up.
- Do not serve to intoxicated guests or to any guest without proper ID regardless of appearance.
- Serve only (1) 1 oz sample per guest. Even if you are sampling multiple varietals or flavors, guests may only have one 1 oz sample.
- Never abandon an opened adult beverage, including souffle cups where a beverage has already been poured. If you need a break to use the restroom, you must wait until opened bottles are empty and disposed of.
- Ensure your Target partner disposes of all Adult Beverage product after your event.

Ensure Guests Remain Near

- Ask 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.

Minors Not Allowed

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

 **Questions?**

If you have questions or concerns about any of these guidelines, reach out to your scheduler. They are there to help you and walk you through any issues you may encounter.

TARGET AB SAMPLING

AB EXPERT SERIES – GHIA NON-ALCOHOLIC SPRITZ

<https://youtu.be/uXSTulz3KJ0?si=V-Z3-VJ0Heh15ONE>

- Remember, you have the best tools at your fingertips with the AB Expert Series!
- These videos are located on the BA Landing Page under the AB Expert Series tile.
- We will continue to provide additional videos and training material to help make of you the best in the category!



1 Year Anniversaries

Martha Aubid, AZ

Lillie Hayes, IN

Victoria Vila, MO

Leon Teekah, FL

Tiziana Sannino, WI

Jeanette Nye, MN

Monique Guillory, NV

Beverly Priest, FL

2 Year Anniversaries

Michael Mapes, AZ

Daichaden Mitchell, FL

3 Year Anniversaries

Yvonne Saenz, TX

4 Year Anniversaries

Debra Brown, TX
Beverly Wong, TX



EMPLOYEE OF THE MONTH NOMINEES:

Jonathan Lo Presto, NC
Christal Elkins, FL
Rose Vila, MO



EMPLOYEE OF THE MONTH

Christal Elkins

July 2024

THANK YOU
for going the

EXTRA MILE

BAs nominated will get a gas card for going the “extra mile.” These folks go above and beyond in their BA duties!

THANK YOU!

Christine Lengel, FL
Bruce Klayman, TX
Sean McCarthy, VA
Mauricio Franco, WI



PHOTO OF THE MONTH NOMINEES

Donna Welch, TX



Christine Estevez, CA



Monique Guillory, NV



Elizabeth Bitton, IL



PHOTO OF THE MONTH WINNER:

Elizabeth Bitton, IL

- Clean & Complete Uniform
- Name Tag
- WE ID Sign
- Sampling Supplies
- Fully Stocked Featured Product
- D2D Cart Price Sign and QR Code



Q&A

**THANK
YOU!**