

ADULT BEVERAGE

FOCUS CALL

FEEDBACK - OPINIONS - COLLABORATION - UPDATES - SUCCESSES

WELCOME!

TARGET AB SAMPLING

EASTER AVAILABILITY & SCHEDULE

We have a FULL weekend scheduled for Easter!

- If you are unable to work during Easter weekend, please let your supervisor know in advance.

Thank you for everything you do!

Easter

- Setup – Thursday, 3/28/24
- Demo Dates –
 - Thursday, 3/28
 - Friday, 3/29
 - Saturday, 3/30
- Teardown – Saturday, 3/30
 - Teardown after demo if low inventory and supervisor approval



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UPDATED MANUALS

We have updated the Event Manuals! Effective March 22nd, these new manuals will be available!

- Please remember that reading your manual is mandatory and a part of your job!
- Every project has a different manual, and you will need to read it before setting up, activating, and tearing down your event.
- If you need assistance or a reminder on how to check manuals in AMP, please visit the Landing Page for assistance.

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

AB DEMO TEARDOWN QUICK STEPS +

EVENT INFO:

- DPICI(s): 213-05-0242 & 213-05-6212
- Product(s): Blue Moon Belgian White Wheat Ale & Light Sky Citrus Wheat Beer - 12pk/12 fl oz Cans
- PLEASE NOTE: Time in store should be 60 mins. Remember this is what payroll uses to calculate pay.

QUICK TEARDOWN STEPS:

1. Clock-In (if first visit of the day) then check-in
2. Note remaining inventory for mPlan
3. Return remaining inventory to stock: Stock sales floor shelves first, then stock remaining product in back room.
4. Remove price sign and BSOCS (if needed).
5. Store the D2D cart in designated location with Product Connections storage sign.
6. Order D2D cart or parts in the D2DOrderRequest mPlan if needed.
7. Complete the mPlan
8. Submit mileage (if last visit of the day)
9. Check-out and, if last visit of the day, then clock-out



Need more information? Go to page 3 for more detailed instructions!

EVENT SCHEDULE:

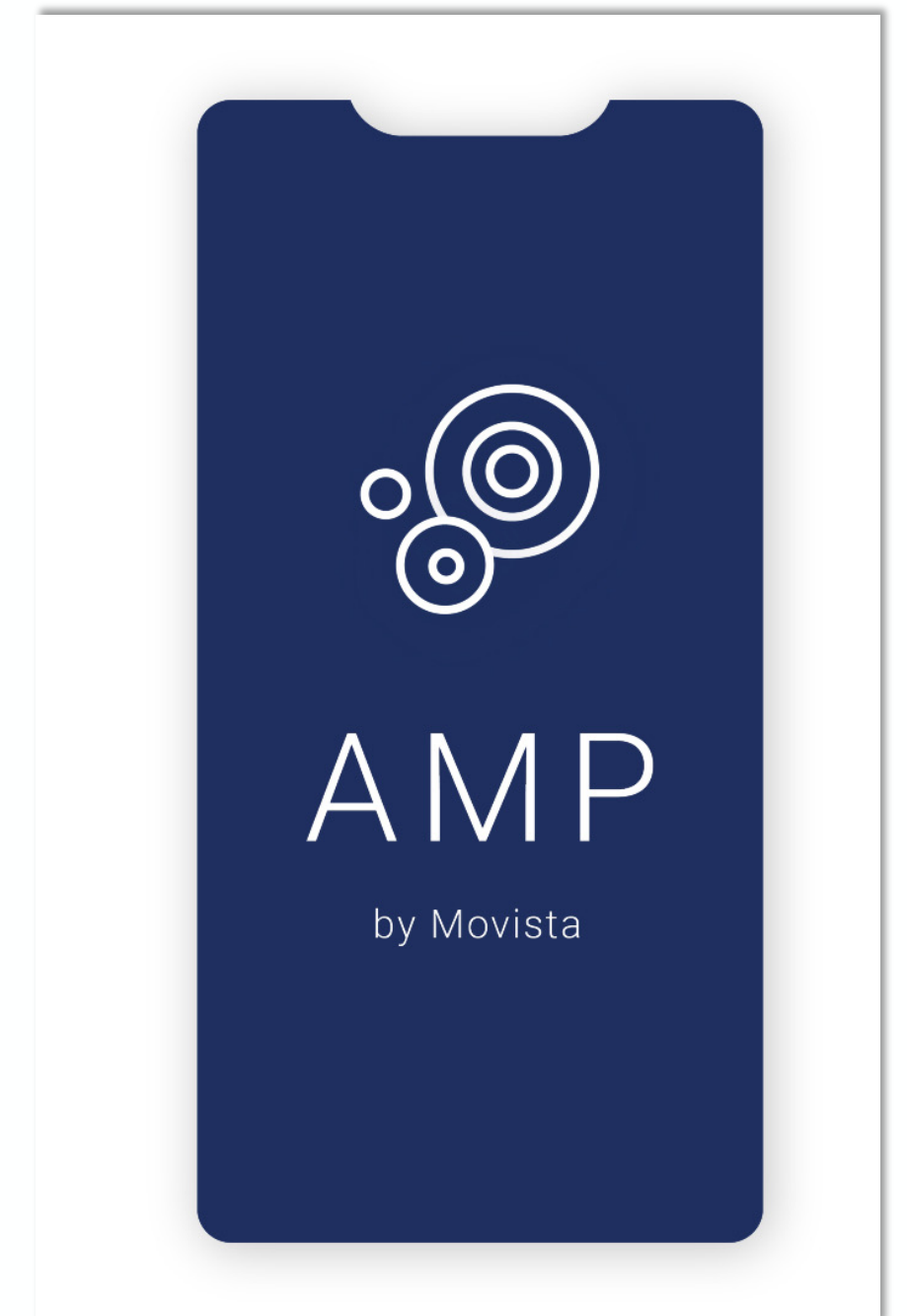
Want to see the upcoming Demo Events for your store? Just click [here](#) and enter the store number!

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AMP TIPS

We've compiled a few helpful tips for a smooth AMP transition:

1. Turn on your Location Services (GPS)
 - When your location services are not on, your scheduled location may not show up first in the list.
2. Allow AMP access to your camera:
 - In Phone settings make sure to allow AMP access to your camera while using the app. This will allow you to take photos using your camera while in the app, otherwise, you need to use gallery photos
3. Make sure you are answering all mPlan questions so your mplan submits successfully,
4. Survey drafts: to save your responses Pause your mPlan, and unpause when you are ready to continue submitting your responses.
 - If you don't pause, your responses won't be saved, and you will have to type them all again.
5. We are working on solving glitches – let your supervisor know of any issue you have with AMP so we can work on it!



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MANDATORY TO CALL YOUR SCHEDULER BEFORE LEAVING THE STORE WHEN...

It is mandatory to call your scheduler before leaving your assigned store for any of the following scenarios below:

- Insufficient Inventory
- Store Refusal
- Tear down after demo
- Damaged or Display not found
- Setting up with backup item(s)

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



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REMINDER: LANDING PAGE

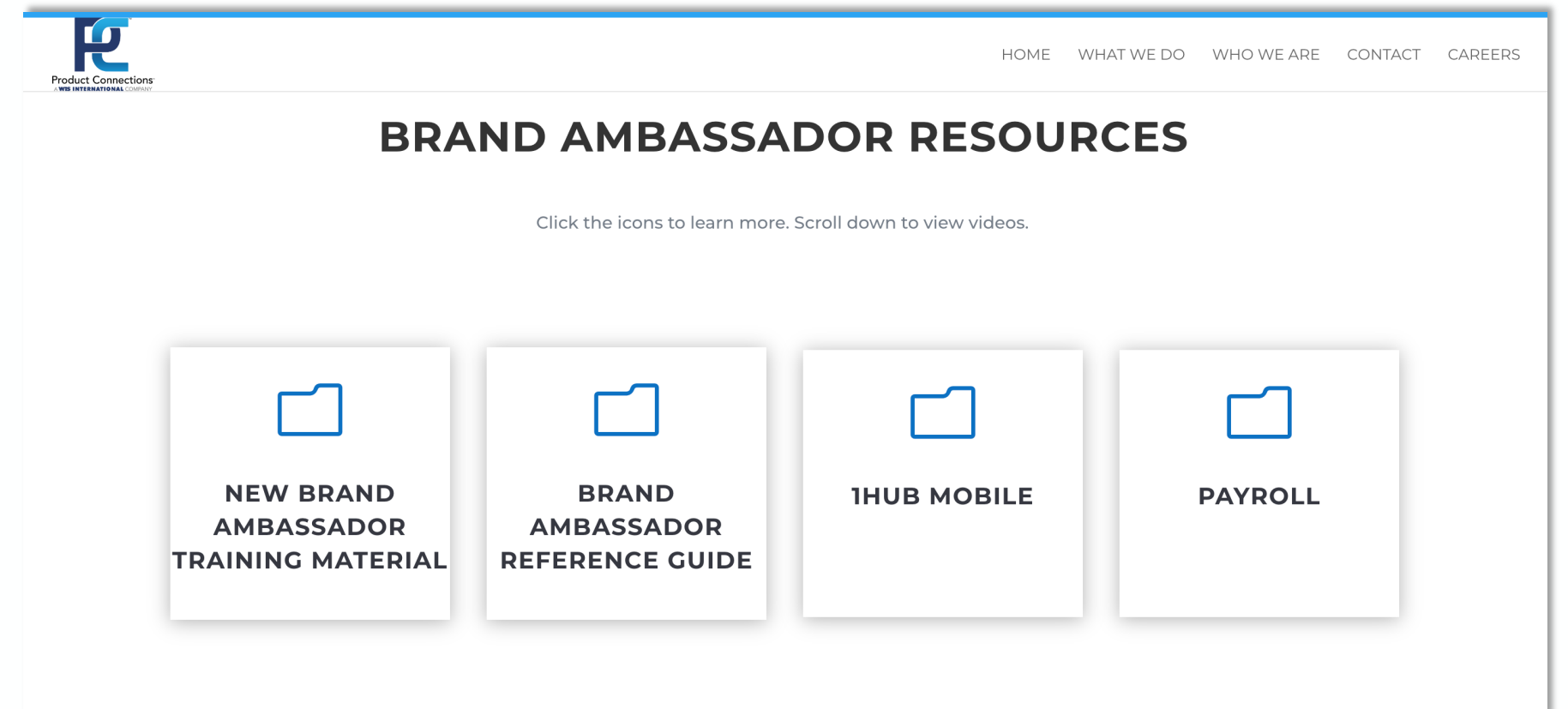
Please don't forget to utilize the Landing Page! The Landing Page is a powerhouse of training videos, essential documents, and resources designed just for you!

To access the Landing Page, go to:

<https://productconnections.com/ba-resources/>

A few ways to use the Landing Page:

- If you need to check how to add/approve mileage
- Need a refresher on 1Hub
- Want to look at previous AB Expert series
- Get additional training support



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AB EXPERT SERIES – WINE TASTING 101

https://www.youtube.com/watch?v=Aint_JnIE8

- Remember, you have the best tools at your fingertips with QR codes – take the time to watch the sampling videos, learn about the product by listening to the BA in video, and continue telling the story. 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

Debbie Seeler, IL

2 Year Anniversaries

Brandie Wilson Spence, TX



EMPLOYEE OF THE MONTH NOMINEES:

Allen Reidel, FL

Roger Bertoncini Bianchi, TX

Sabria Hazard, VA

Jay Harris, MN

Jordan Goddard, AZ



EMPLOYEE OF THE MONTH

Allen Reidel

March 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!

Michaela Jurjens, TX
Aaliyah Page, VA
Steven Moore, IN
Samantha Fabrie, IL



PHOTO OF THE MONTH NOMINEES

Monique Guillory,
NV



Allen Reidel, FL



Marie Elena, FL



April Lee, TX

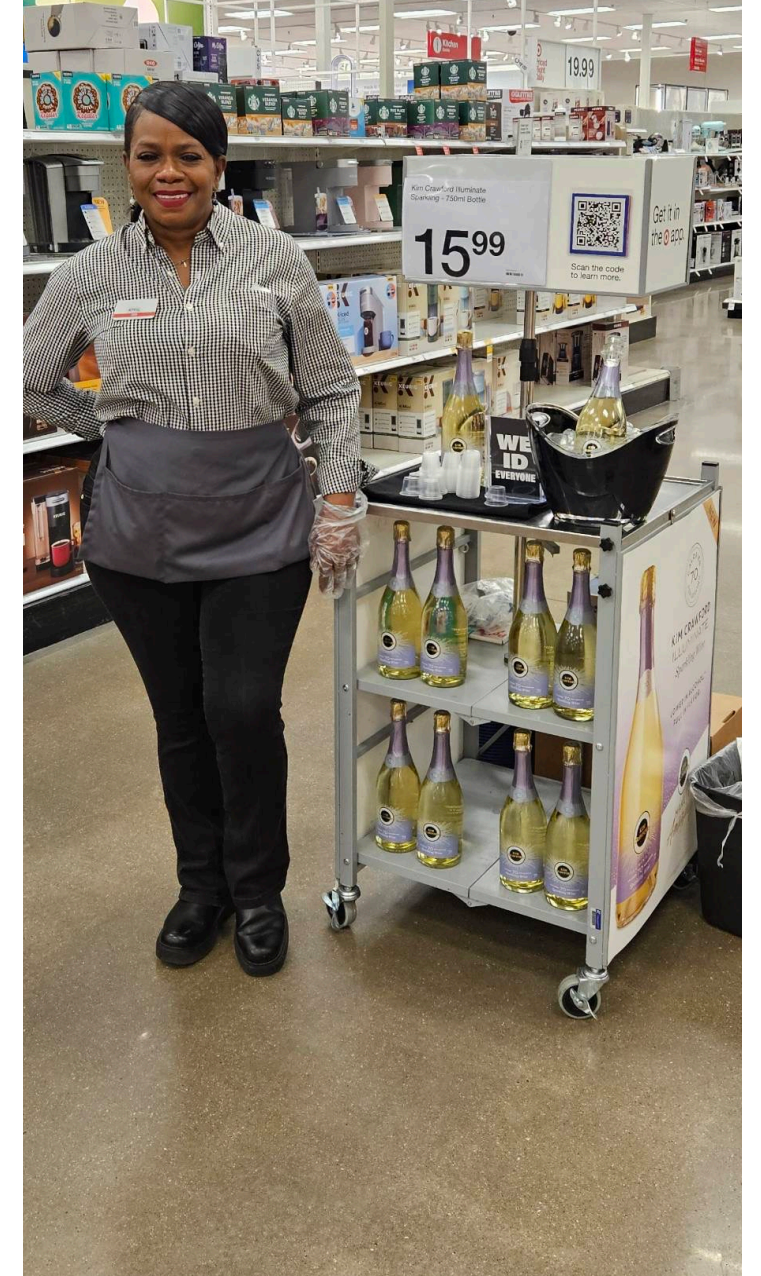


PHOTO OF THE MONTH WINNER:

April Lee, TX

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



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WE WANNA KNOW...

How is the verbiage going with the new mPlan questions?

Do you have any feedback regarding AMP?

- Please raise your hand and we call on you to hear your feedback!

Q&A

**THANK
YOU!**