

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

HOLIDAY SCHEDULE LABOR DAY

Labor Day

- Setup – Friday, 8/30/24
- Demo Dates –
 - Friday, 8/30
 - Saturday, 8/31
 - Sunday, 9/1
- Teardown – Tuesday, 9/3
 - Teardown after demo if low inventory and supervisor approval
 - You can teardown Monday if you are working. However, Target wants the cart to stay on the floor during the long weekend.



TARGET AB SAMPLING

BA SPOTLIGHT: KATELYN HOWE

This month, we are shining the spotlight on Katelyn Howe! Today, she is going to showcase a few of the tips & tricks that she has learned during her time as a BA including:

- Enhancing your cart when you have little inventory
- Setting up your cart in a high-traffic location
- How she sets up for her demos

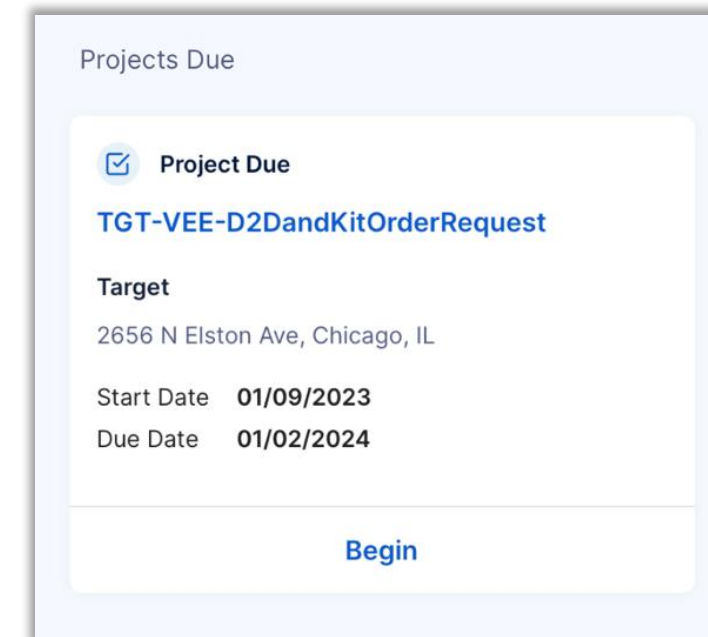


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RESTOCKING DEMO SUPPLIES

As a reminder, please use the D2D Cart Ordering mPlan to replenish any demo supplies instead of texting your supervisor.

1. You can order any demo supplies, carts, or cart parts using the **TGT-VEE-D2DandKitOrderRequest mplan**
 - please use the ordering mPlan **BEFORE** you leave your store ideally (Friday or Saturday so we can order on time for your next event)
2. Some items can be purchased at the store. However, **you will need your supervisor's approval** before purchasing any items not included in your manual.
3. If your signage is not looking great, or you still have the white permanent signage you will need to order a new set.



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RESTOCKING DEMO SUPPLIES (CONT.)

Order using mPlan:

- Starter AB kit (full kit including demo supplies and cleaning supplies)
- Pour spout
- Soufflé cups (100 ct.)
- Trash can
- Trash can liners
- Wine bucket
- We ID sign

Buy at the store:

(with supervisor approval)

- Cleaning wipes
- Rubbing alcohol
- Paper towels

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

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LANDING PAGE TUTORIAL: EVENT CHECKLIST

Today we will show you how to access the Event Checklist 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

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

TARGET AB SAMPLING

AB EXPERT SERIES – CHAMPAGNE SWEETNESS SCALE

<https://youtu.be/5LSaOnZlgCU?si=pMwhLjM9TrjYBwBY>

- 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

Suzanne Hudson, NC

Aaliyah Page, VA

Brittany Lisoski, IN

Cherilyn Minor, SC

Katelyn Howe, IL

Nancy Phillips, IL

Nathan Fleetwood, IN

James Sheetz, AL

Marie Elena Vaccaro, FL

2 Year Anniversaries

Rebecca Randolph, VA

Tamara Walker, AZ

Joel Cruz, AZ

Allen Reidel, FL

Dolly Diaz, AZ



EMPLOYEE OF THE MONTH NOMINEES:

Jonathan Lo Presto, NC

Jeanette Nye, MN

Kait Howe, IL

Leon Teekah, FL

Sadat Ahmed, TX



EMPLOYEE OF THE MONTH

Jonathan Lo Presto

August 2024

THANK YOU
for going the
EXTRA MILE

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

THANK YOU!

Brannon Riley, TX
Rose Vila, MO
Kathleen Kahn, CA



PHOTO OF THE MONTH NOMINEES

**Y-Kala
Bell, LA**



**Jay
Harris, MN**



**Kiana
Utt, FL**



**La'Andrew
Banyon, TX**



PHOTO OF THE MONTH WINNER:

Jay Harris, MN

- **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!**