

ADULT BEVERAGE

FOCUS CALL

FEEDBACK - OPINIONS - COLLABORATION - UPDATES - SUCCESSES

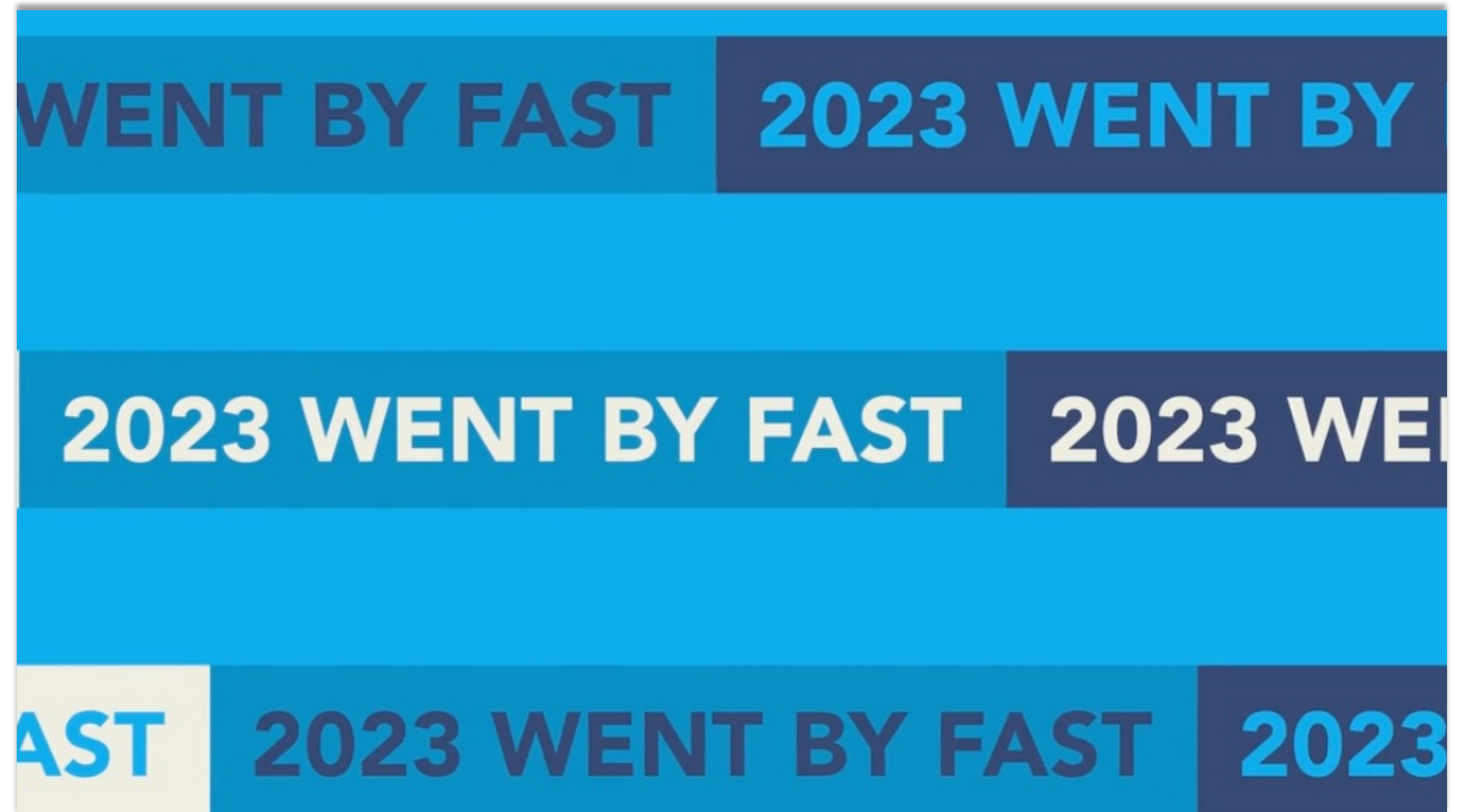
WELCOME!

TARGET AB SAMPLING

2023 RECAP

Before we fully move into 2024,
let's take a look back at 2023!

<https://vimeo.com/productconnections/review/896955506/61dd5874a9>



TARGET AB SAMPLING

DECEMBER OVERVIEW

We are so excited to report that in December, we had GREAT results!

- Higher execution month of the year with over 94% successful execution (staffed events)
- Lowest staffing opportunities of 2023
- Multiple brand ambassadors taking over additional stores, willing to drive the extra mile, and support execution
- No damaged carts reported in 2023
- Great store level communication, reducing insufficient inventories, and minimizing cart disposals
- Great photos for recaps

You all have done an amazing job! Keep up the good work!



TARGET AB SAMPLING

REFERRAL BONUSES

Did you know..?

- You can receive a referral bonus of \$100 if you have anyone you can refer in your or any new/existing market.
 - After they have successfully activated events for 4 weeks, you will receive an additional \$100 for referring them to us!
 - You will then receive an additional \$100 after your referral has successfully been executing events for 12 weeks.
 - This is a great and easy way to make some extra \$\$! We will share this flyer with you after the FOCUS Call.
- Please reach out to your scheduler if you have any you can recommend to us!

WE'RE HIRING!
REFER A FRIEND,
EARN \$200!

PRODUCT CONNECTIONS
A WIPAC INTERNATIONAL COMPANY

How the Program Rewards You:

For every applicant you refer to a Target Store Product Connections field-based position, you will earn \$100 after your referral has successfully executed 4 weekends of events. You receive an additional \$100 after your referral has successfully been executing events for 12 weeks. This program is only intended for filling field-based positions as Adult Beverage Brand Ambassadors at Target stores. If you have referrals for other field-base positions at other Product Connections retailer, please contact recruitingteam@productconnections.com for more information.

Get Started:

1. Go to CROSSMARK.okta.com and log in with your CROSSMARK username and password.
2. Click on the "Internal Job Posting" Application.
3. On your dashboard, select the "View/Refer Job Opportunities" option.
4. Click on the desired position and select the "Refer a Friend" option in the top right corner. You can filter the jobs by keyword, category, position type and/or location.
5. Fill out the form including the person's name and email address. Add a message for your referral in the comments section. Don't forget to include your EID (Employee ID Number).

OR Contact your scheduler to process your referral!

Program Requirements and Restrictions:

All employees are encouraged to refer great people to join our organization and qualify for a referral bonus unless they have a direct impact on the hiring decision. You must be an active employee in good standing at the time the bonus is paid to receive a referral bonus payment.

For questions about referral bonus payment

Please send an email to:
recruitingteam@productconnections.com

- Referral bonus payments appear on your paycheck once your referral meets the minimum requirements coded as RBN or RBN2.
- Referrals will be contacted when a position is open in the area in which they live. Referrals will be screened and hired based on experience, qualifications, and open positions in locations close to the referral.

TARGET AB SAMPLING

2023 W2 FORMS

- 2023 W2 forms from Crossmark will be mailed to the address on file by January 31.
- They will not be available online this year.
- Please check your address in OKTA to ensure forms are mailed to the correct address.

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

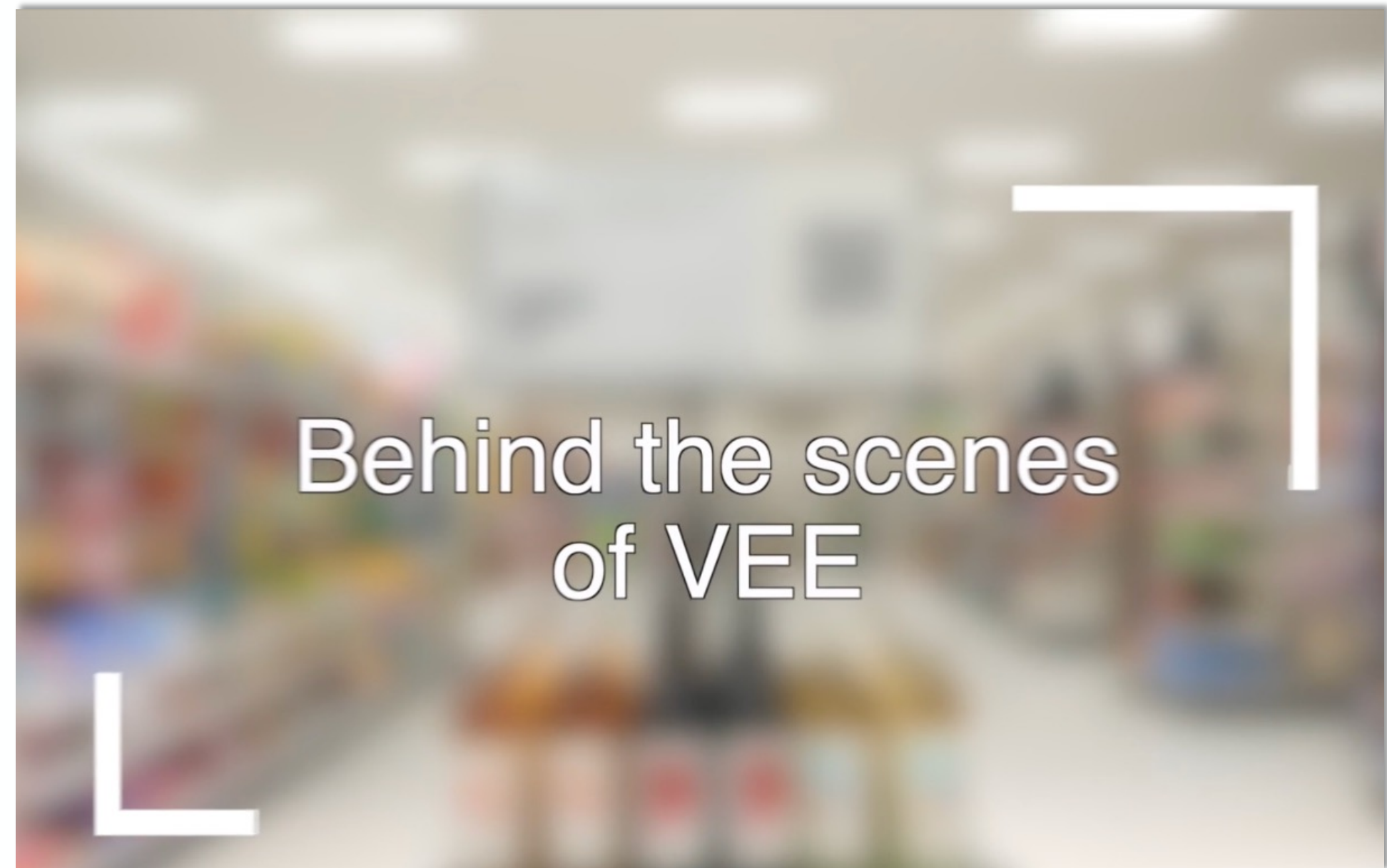


TARGET AB SAMPLING

BTS

Let's go behind the scenes of VEE!

•<https://vimeo.com/productconnections/review/901714684/e9cc472e2a>



TARGET AB SAMPLING

AB EXPERT SERIES – HOW WINE IS MADE

<https://www.youtube.com/watch?v=7gguYRxLMFI> OR
<https://www.youtube.com/watch?v=x1kD6-izWtY>

- 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.



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REMINDER: LANDING PAGE

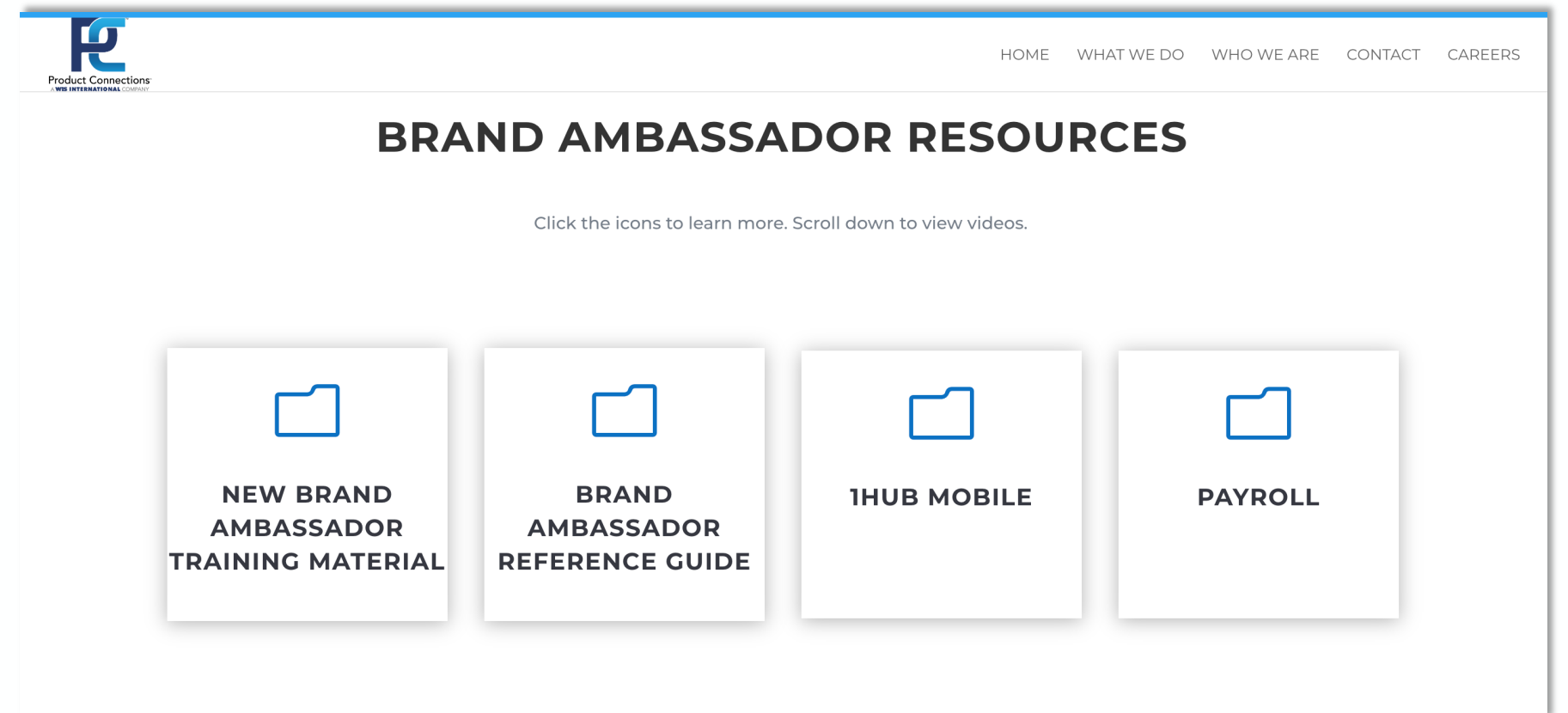
Please don't forget to utilize the Landing Page! The Landing Page is a powerhouse of training videos, essential documents, and resources designed just for you!

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



1 Year Anniversaries

Linisea Gaines, FL

Maria Saylor, TX

Jordan Goddard, AZ

Donna Welch, TX

Pamela Gobert, TX

Kimalisa Tisdell, FL

Paul Aureli, IL

2 Year Anniversaries

Tomoko Stone, VA



EMPLOYEE OF THE MONTH NOMINEES:

Debbie Seeler, IL
Leon Teekah, FL
Terry Brackin, TX



EMPLOYEE OF THE MONTH

Debbie Seeler

January 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!

Linisea Gaines, FL
Sadat Ahmed, TX
Jeanette "Jenny" Nye, MN
Renee Tran, AZ



PHOTO OF THE MONTH NOMINEES

Nola Romero, TX



Samantha Fabrie, IL



Ben Love, CO



Lisa Nicoski, MN



Donna Welch, TX



PHOTO OF THE MONTH WINNER:

Samantha Fabrie, 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!**