

ADULT BEVERAGE

FOCUS CALL

FEEDBACK - OPINIONS - COLLABORATION - UPDATES - SUCCESSES

PRE-CALL QUESTION

We Wanna Know: How would you handle a situation where you have a scheduled demo of a beer or hard seltzer for Friday, but upon arriving at the store, you discover that the product is warm? How should you ensure the product is appropriately chilled for sampling? Write your answers in the chat!



WELCOME!

TARGET AB SAMPLING

EVENT MANUAL UPDATE: CHILLING PRODUCT

Based on supplier feedback, we have created new guidelines for chilling product, and these will be in your event manuals effective November 22nd. Use the tips below to ensure the product is ready to go for the Target guests:

- Beer, seltzer, and white wine demos need to have the product chilled before the demo begins.
- Before your demo, first look in any coolers for cold product to use for sampling.
- If there isn't cold product, place the featured item in the cooler to chill while you prepare, or place the featured item in the ice bucket on ice at least 30 minutes before you begin sampling the product.
- Ensure you have product chilling throughout the demo, so no warm samples are given to guests.
- If the demo is scheduled for another day, please communicate with the FBL to request permission to keep the product in the fridge, either on the sales floor or in the backrooms, for sampling purposes.

If you have questions, contact your scheduler.



TARGET AB SAMPLING

HOLIDAY SCHEDULE: THANKSGIVING DAY

Thanksgiving Day

- Setup – Monday, 11/25
- Demo Dates –
 - Monday, 11/25
 - Tuesday, 11/26
 - Wednesday, 11/27
- Teardown – Wednesday, 11/27
 - Teardown after demo if low inventory and supervisor approval
 - No activations will occur after Thanksgiving Day (11/29-12/2)
 - If you have any questions or can't work on Monday, Tuesday, or Wednesday, please contact your scheduler.



TARGET AB SAMPLING

BUSY SEASON REMINDER

The Target Stores are going to be incredibly busy during the holidays and we want to remind you of a few things:

- This is a great opportunity to show off our program and show off your talents as a Brand Ambassador!
- Store management and workers will be very busy and will appreciate events running smoothly and boosting sales.
- Please keep in mind security cameras are everywhere and you are representing Product Connections every time you visit a store!
- The use of phones, earbuds, and headsets is not allowed while on the job.
- Don't forget to fill out the Target Holiday Availability Survey!

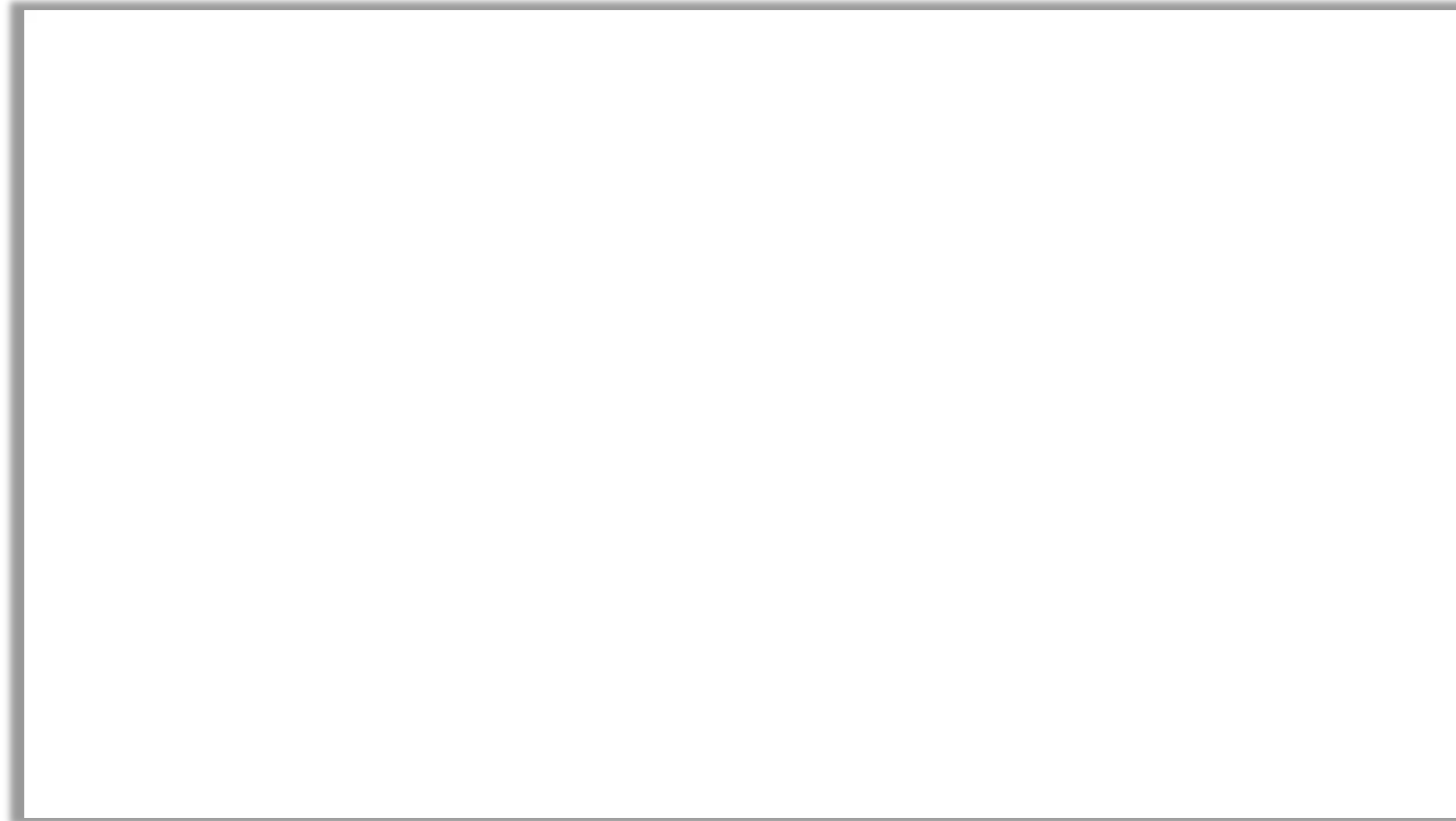
Thank you for everything you do!



TARGET AB SAMPLING

PERMANENT SIGNAGE SLIPPAGE

Today, we are so excited to show you how to fix the permanent signage slippage!



TARGET AB SAMPLING

BSOCS REMINDER

Custom BSCOS are an incredibly important of our program and we want to remind you of a few things:

- Our suppliers pay extra for the customized BSOCS, and it is important that we put them on our carts.
- Every time a program has customized BSOCS, you need to take a ¾ picture showing the BSOCS on the display.
- Please check your Event Manual to see if special BSOCS are required when setting up an event.

Thank you for everything you do!

Permanent BSOCS



Special BSOCS



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MERCHANDISING 101

Merchandise Definition: Merchandising represents the process of displaying items on sale, meant to attract customers' attention or convince them to make a purchase.

- When merchandising your D2D Cart, you should arrange the product neatly.
- Wines/liquor should be in rows of 3 or 4 depending on the size of the bottle as pictured on the right.
- Make sure to merchandise the 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)
- How to answer the demo project question: After the demo, were you able to merchandise the D2D and leave it on the floor?



Check out the BA Landing Page for more Tips and Tricks on merchandising!

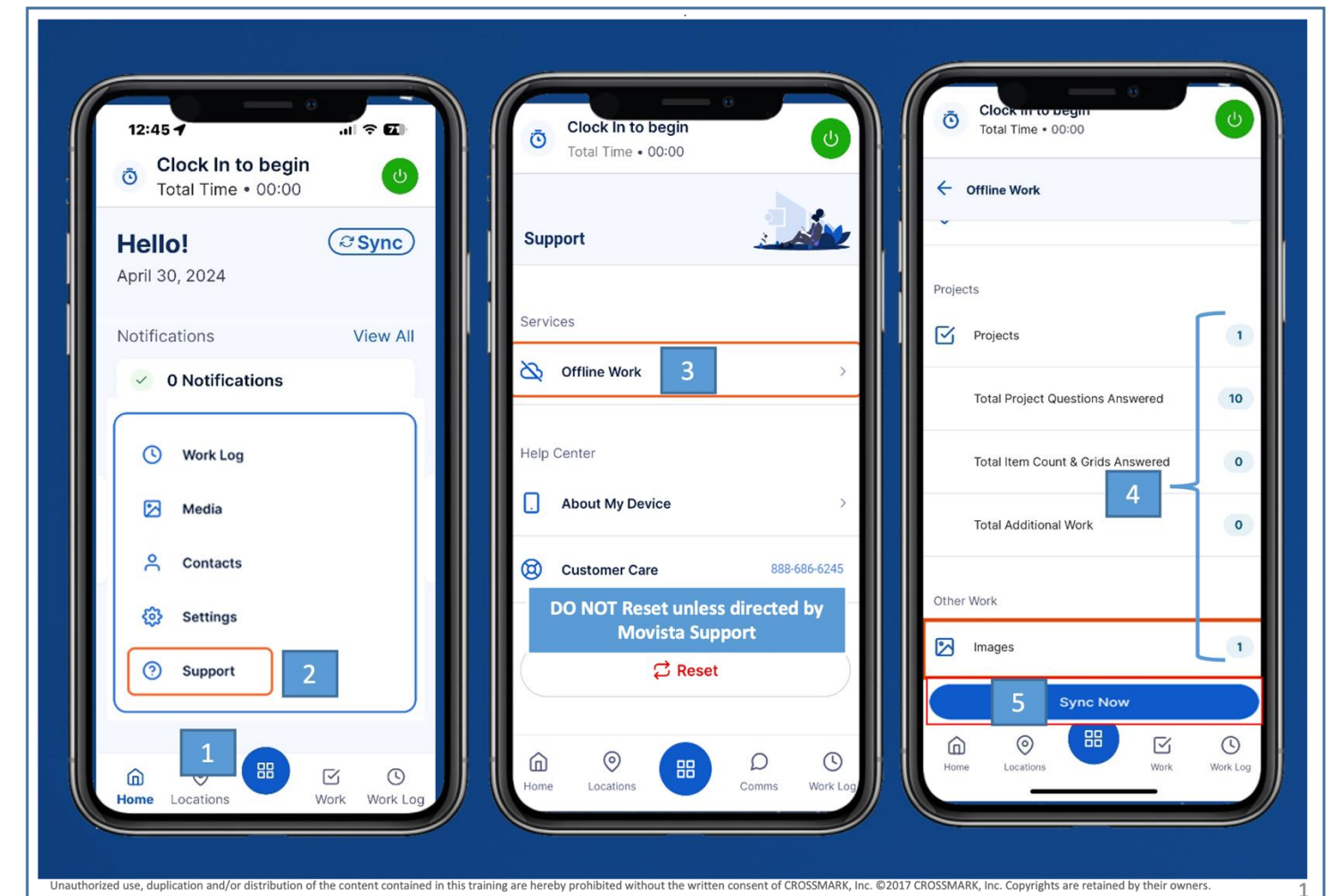
TARGET AB SAMPLING

SYNCING ISSUES

We have recently learned from Movista that the missing pictures in projects are due to synchronization issues.

Use these tips and photos to help resolve syncing issues:

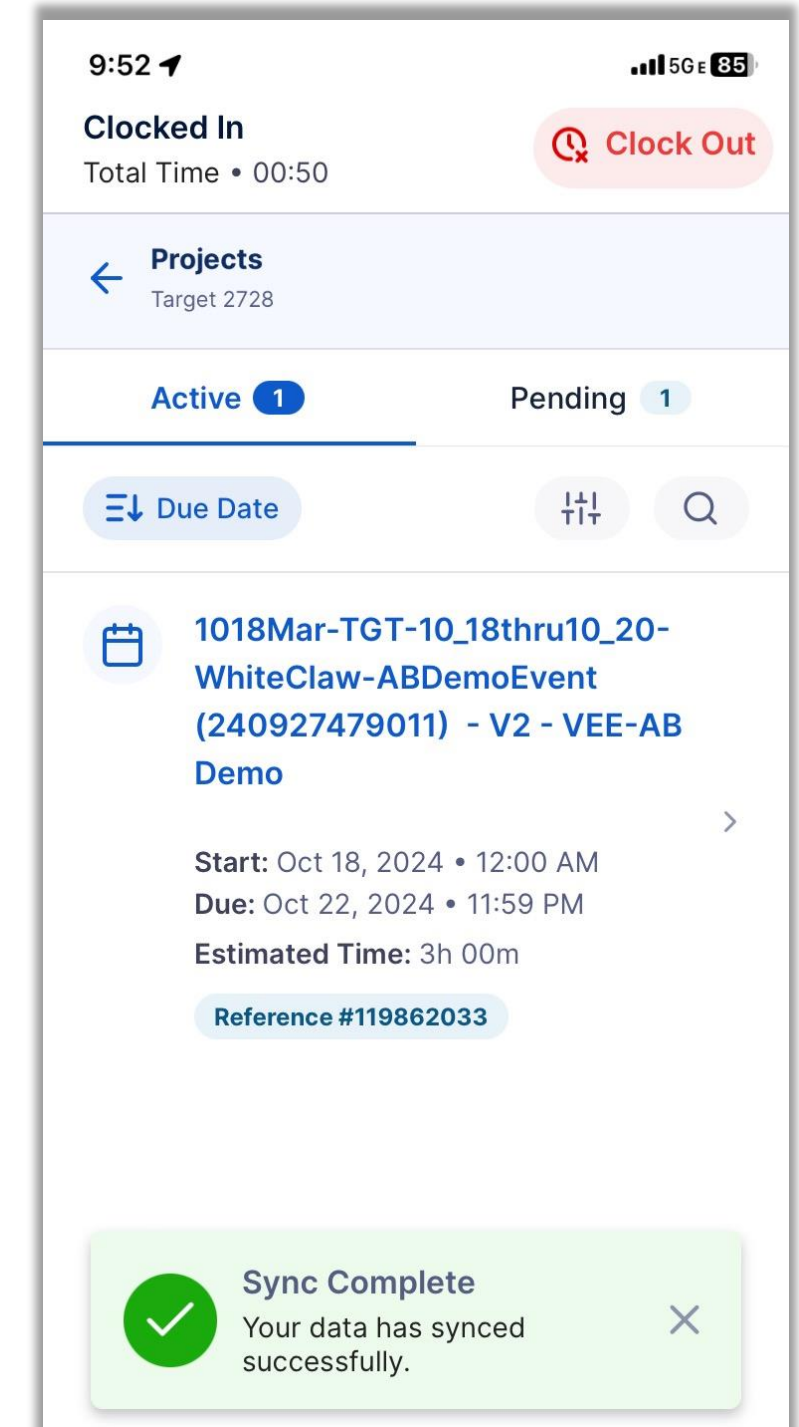
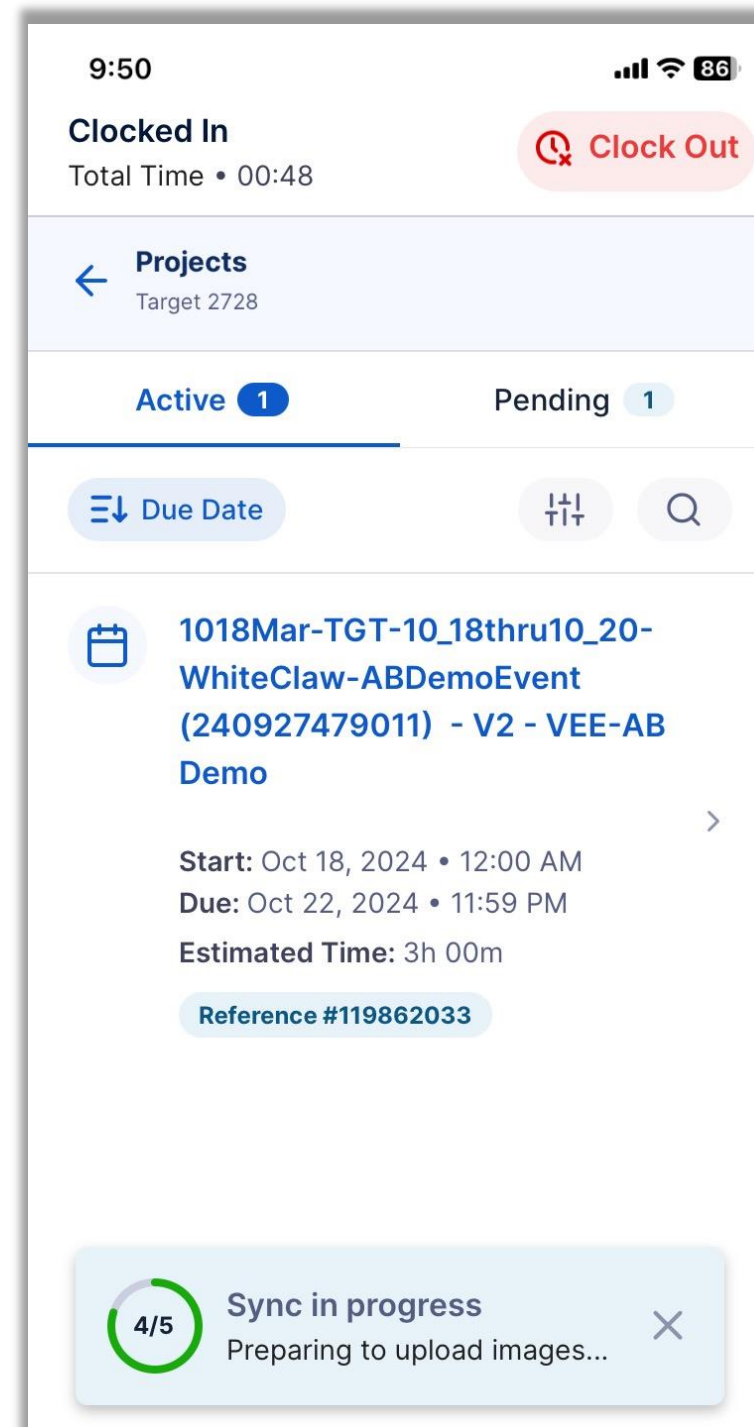
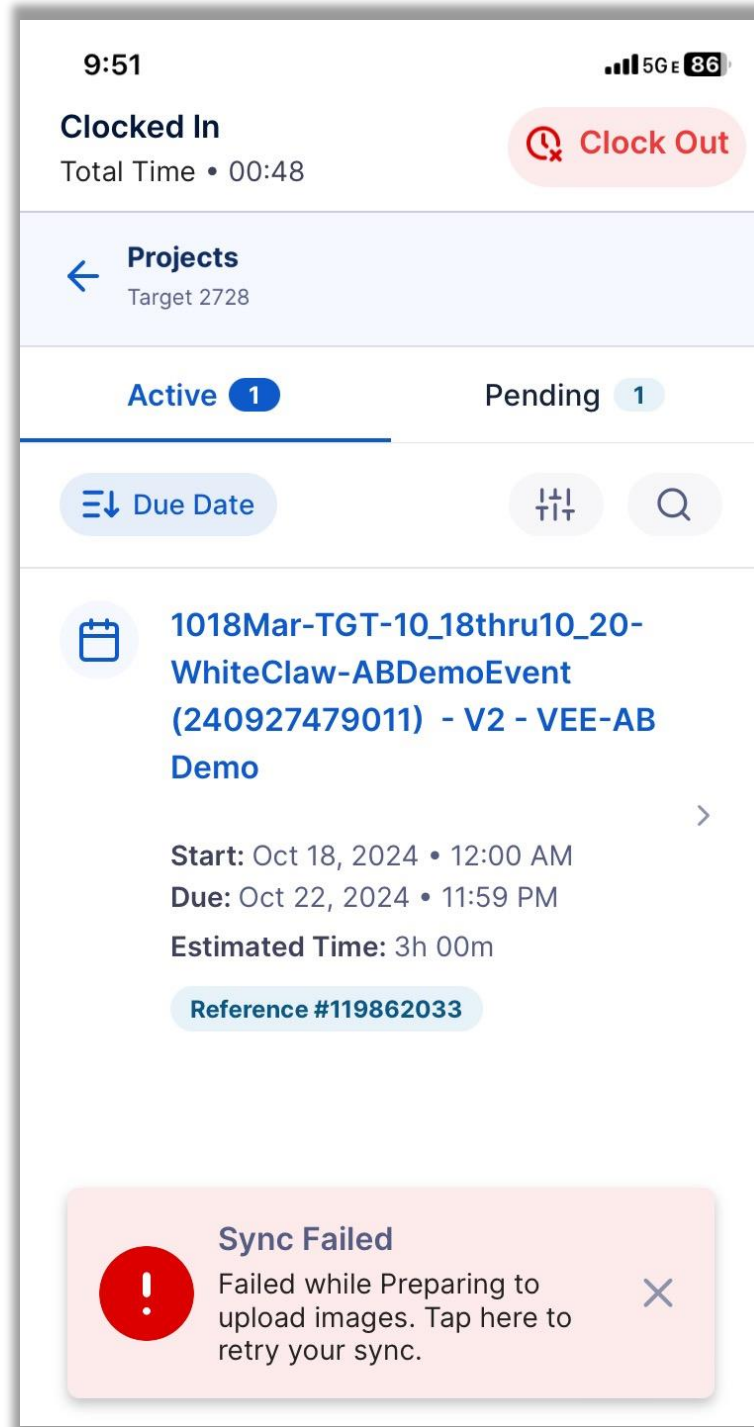
- Make sure that the Amp application has synced all data once you have completed your work.
- This will ensure that all your answers and photos are pushed through the system correctly.
- If you do not have a strong Wi-Fi connection or cellular service in your store, you can sync your device when you get home to ensure your mPlan is loaded. You can answer your mPlan offline while you're at the store, but you must sync your application once you have a strong Wi-Fi or cellular signal.



TARGET AB SAMPLING

SYNCING ISSUES (CONT).

Use the photos below to help resolve syncing issues:



TARGET AB SAMPLING

AB EXPERT SERIES – WINE OPENING 101

<https://youtu.be/12u5wtIOpUc?si=p7yQ31q0MgCbG2UT>

- 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

Ronald Burke, KY

Heather Grant, KY

Enedra Sewell, NC

Karina Oertel, IN

Emma Leone, VA

Robin Robb, FL

Emily Dalee, AL

Stephanie Speir, SC

Deborah Hicks, TX

2 Year Anniversaries

Deanna Dennis, MN

Olivia Robles, AZ

Concetta Chess, AZ



EMPLOYEE OF THE MONTH NOMINEES:

Ralph Antoine, IL

Roger Bertoncini Bianchi, TX

Christian Schoen, KY

Vanessa Spencer, SC



EMPLOYEE OF THE MONTH

Roger Bertoncini Bianchi

November 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!

Marlenne Reyes, MN
Christine Bening, IL
Layla Helton, CO



PHOTO OF THE MONTH NOMINEES

**Marlenne
Reyes, MN**



**Beverly
Priest, FL**



**Angela
Zapata, KY**



**Verina
Boen, TX**



PHOTO OF THE MONTH WINNER:

Beverly Priest, FL

- **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!**