

ADULT BEVERAGE

FOCUS CALL

FEEDBACK - OPINIONS - COLLABORATION - UPDATES - SUCCESSES

PRE-CALL POLL!

What is wrong with the display or with the cart photos below? Write your answers in the chat!



1



2



3

WELCOME!

TARGET AB SAMPLING

EVENT INVENTORY BREAKDOWN

Today, Stacy, our amazing Business Development Manager for Target is going to walk us through the inventory process!



STACY SELLS IN DEMOS

After the demos are sold in, they are added to our sales tracker, and our Operations team is alerted.



SUPPLIERS FILL OUT THE PC WORK ORDER

This WO includes featured and backup products, store lists, and event dates.



DISTRIBUTOR LETTER IS SENT TO SUPPLIERS

3 weeks before the scheduled demo date suppliers receive the Distributor Letter.

The Distribution Letter includes the Product hold sign, Target Approval Letter, and most recent Inventory report.



SUPPLIERS SEND LETTERS TO THEIR DISTRIBUTORS

Suppliers send letters to their distributors so that sufficient inventory is sent to stores that will be executing a demo.



JESSICA SENDS AN ADDITIONAL INVENTORY LETTER

Jessica sends out an additional inventory letter **1 week** before the event.

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EVENT INVENTORY BREAKDOWN (CONT.)

Inventory Report

Inventory as of EoD:	Location	Location	Location State	Feature Item – Current In-Stock Units			Backup Item – Current In-Stock Units		
				213-00-6059 Spritz Del Conte Classico Italian Aperitif-Style Spritz Ready to Serve Cocktail- 750ml Bottle	213-00-9832 Stella Rosa Pineapple Chili - 750ml Bottle	Feature Totals	213-00-1844 Stella Rosa Prosecco - 750ml Bottle	213-00-3242 Stella Rosa Black - 250ml Can	Backup Totals
9/22/24	2146	T2146 Coral Springs	FL	25	27	52	No Data	11	11
9/22/24	1517	T1517 Flower Mound	TX	22	18	40	No Data	17	17
9/22/24	3292	T3292 Dallas Preston Center	TX	28	8	36	No Data	15	15
9/22/24	968	T0968 Bird Road	FL	14	13	27	No Data	5	5
9/22/24	876	T0876 Grapevine	TX	7	8	15	No Data	15	15
9/22/24	1039	T1039 Dadeland	FL	2	10	12	No Data	31	31

Inventory Letter

Re: XX/XX Target Event - Featured Product Item Name

Guzman, Jessica Monday, September 30, 2024 at 2:29 PM
To: Kidd, Lexi

Hi!

I've attached the inventory for your upcoming Product Connections event in Target on 10/11. Currently, **XX** stores have fewer than **10(bottles) or 5(packs)** units on hand of the feature products. I want to note it can be tricky when our Brand Ambassador attempts to set up in store if for some reason additional featured product doesn't arrive in time. There are many stores that won't allow us to pull inventory from the shelf to fill the display and will not let us set up at all without enough inventory to adequately fill the cart. We've included your chosen backup DPCIs in the inventory as well.

Here's a quick reminder of the backup process for our VEE events:

- If there isn't enough of the featured product, our reps will setup with a designated backup product where available.
 - If a rep sets up with the designated backup product, they would still use the QR code linked to the VEE video we created as an educational piece to the event.
- If there is not enough of the feature item and the backup item OR there is no backup plan with supplier designated product in place, the reps will use designated Target private label items to set the display.

I also wanted to call out that suppliers will be charged the full rate for any display successfully executed regardless of which product it was set with as outlined in the work order. As always, we will work with you on inventory and do everything possible to setup with your products! We're here to help support and partner however we can! **Our team utilizes Target's system to review inventory ahead of events. In this system, inventory data is updated daily with end-of-day stock from the previous day. Please refer to the inventory report provided as a guide, as numbers may vary slightly from real-time accuracy.**

If Product Connections is unable to execute a sampling event at any of the scheduled locations for this event, those events will be automatically rescheduled within 2 weeks unless noted otherwise in the work order.

Let us know how we can help!

Thank you,

Product Hold Sign

HOLD FOR PRODUCT CONNECTIONS SAMPLING EVENT

EVENT DATE: 10/11 – 10/13





Scan the QR code to see the Product Connections event schedule in your store



Target Approval Letter



Date: January 2024

To: Store Director; Food & Beverage Leaders

From: Jaime Benson
Business Partner - Food & Beverage Operations

Subject: Target Approval – Product Connections In-Store Sampling & Virtual Engagement Experience (VEE)

Product Connections, a WIS International Company, is leading and staffing a wet sampling program with a Virtual Engagement Experience (VEE) component intended to heighten the in-store experience and drive sales. This program will be executed every weekend with the following schedule:

Friday AM: Program Setup (Display setup and left on sales floor for duration of the weekend)
Friday, Saturday, or Sunday: 3-hour live sampling demo on the same display cart (Cart transforms from demo cart to sampling cart)
Monday: Program Teardown

On these days when the Product Connections Brand Ambassador signs in at Guest Services, they will check in with a Food & Beverage leader and may require brief assistance from them. Target supports this program and requests your cooperation in giving the Brand Ambassadors permission to enter the backroom, access the Sampling Supply Area or designated back room storage area, and support the setup, maintenance and teardown of each event, and access to a 3-compartment sink to wash, rinse, and sanitize sampling equipment. Please support the setup, sampling, maintenance, and teardown of each event; reference Workbench | Product Connections Adult Beverage Sampling for additional information.

Listed here is a brief overview of how you can help support:

- Help Brand Ambassador locate best location in-store to place metal cart during the weekends, usually near the Adult Beverage area.
- Work with Brand Ambassador to secure space in the backroom near Adult Beverage area to store metal cart or in Sampling Supply Area (space should be easily accessible and not require a forklift or heavy lifting to locate and move metal cart).
- Communicate with receiving team members that additional product will be sent in for these events and should be accepted in the weeks leading up to each program.
- Assist with printing price sign for featured product as requested by Brand Ambassador.

Thank you for your support and please submit a mysupport or email FoodBevSampling@Target.com with any questions.

Sincerely,
 Jamie Benson
 Business Partner – Food & Beverage Operations

TARGET AB SAMPLING

HOW TO SETUP YOUR D2D CART

For every event you execute, you should always create a nice product display, use the correct QR code/price signs, and have your WE ID sign visible.

- Set up the D2D cart like the picture to the right.
- 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.
- Work with the Target team to print the price sign, update the QR code, and install the BSOCS if applicable.
- When executing your demo, you should only have product inside the wine bucket, or on the side of the wine bucket if product is not to be served chilled.
- **If you have any questions about setting up your cart, please contact your supervisor or visit the BA Landing Page!**



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IMPORTANT COMPLIANCE REMINDERS

Please keep these compliance guidelines in mind when executing your demos:

- Only serve one guest at a time, and only pour samples as guests approach your cart – **DON'T pour in advance**. Place the sample on the cart for the guest to pick up.
- Never abandon an opened adult beverage, including souffle cups where a beverage has already been poured.
 - If you need a restroom break, wait until opened bottles are empty and disposed of.
- Ensure your Target partner disposes of all Adult Beverage product after your event.

If you have questions or concerns about any of these guidelines, reach out to your supervisor or check out the QRG on the BA Landing Page!

DON'Ts



DOs



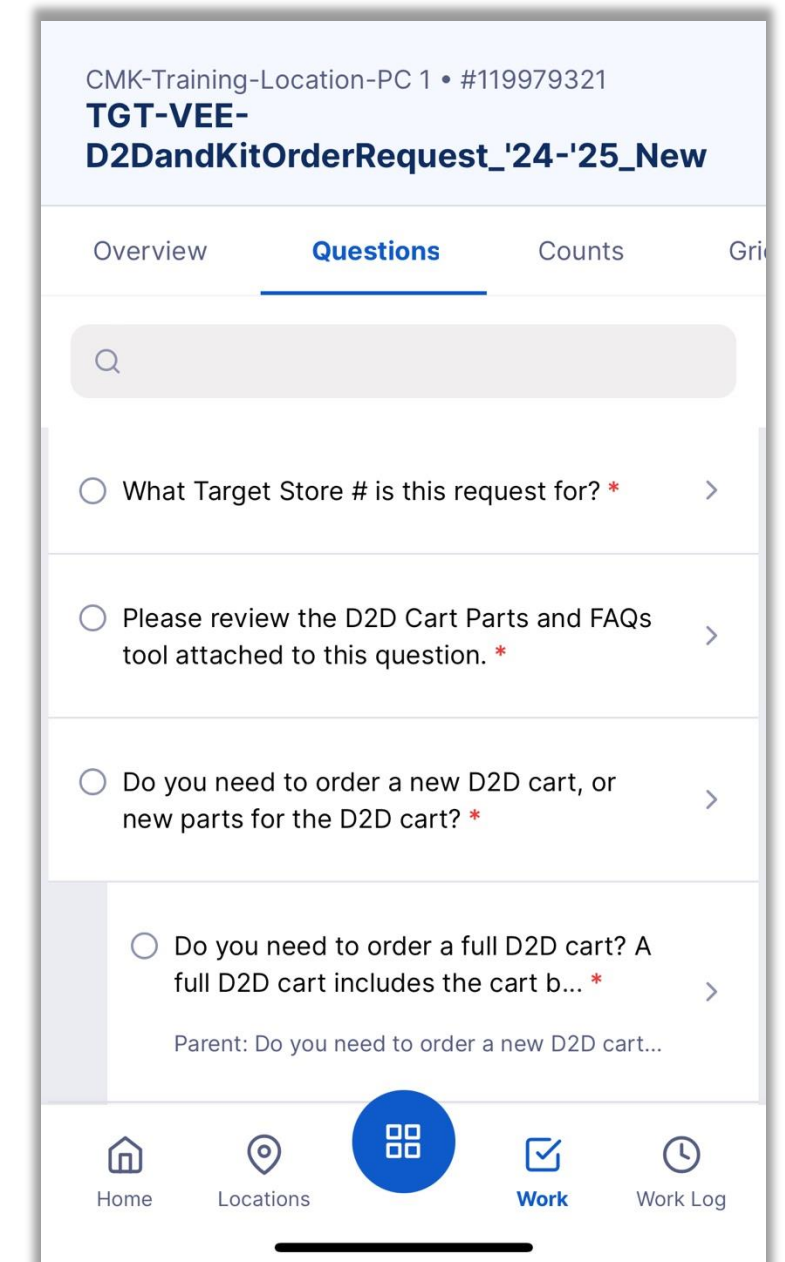
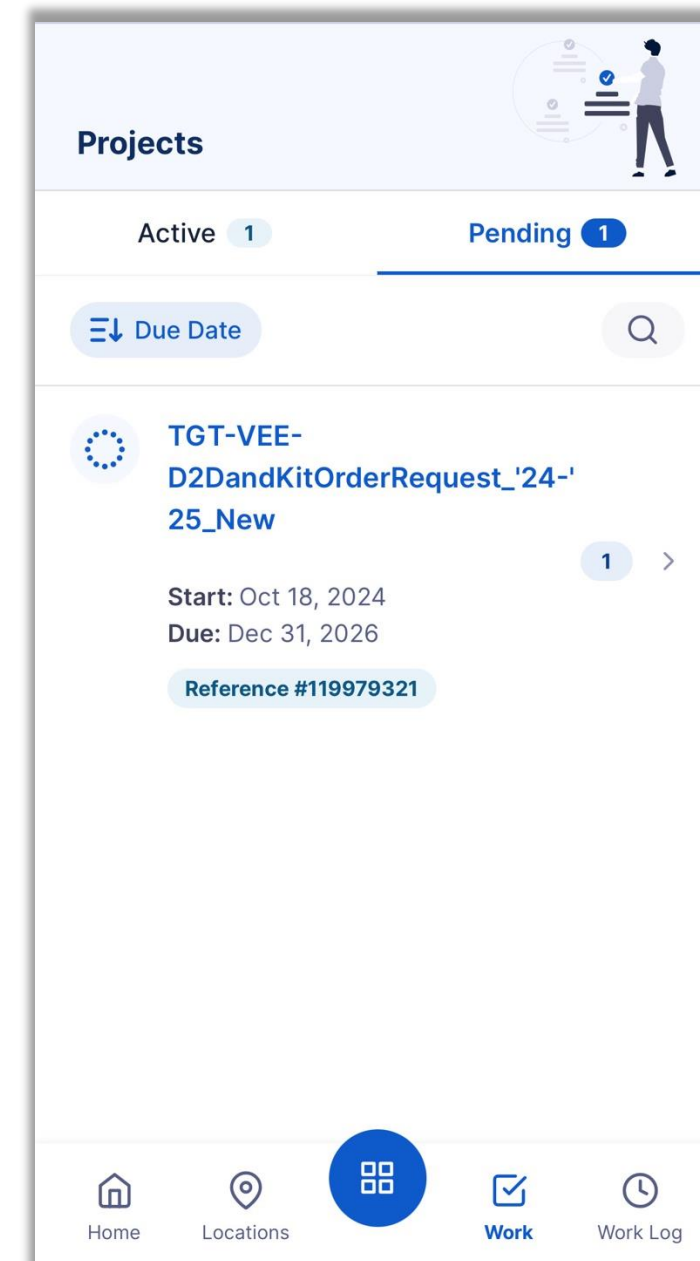
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D2D & KIT ORDERING SURVEY CHANGES

Starting 10/18, the D2D and Kit Ordering Survey will now be available in AMP as a project in location 'CMK – Training – Location - PC1'.

- This survey will no longer populate for every Target location you are assigned.
- The new survey is titled TGT-VEE-D2DandKitOrderRequest_'24-'25_New and assigned to location CMK-Training-Location-PC 1 (Lewisville, TX).
- The survey's first question asks for the Target Store Number you are ordering for and must be answered to submit the survey.

Please reach out to your scheduler with any questions!



TARGET AB SAMPLING

NEW TRAINING VIDEOS

We are so excited to unveil our updated Wet Sampling Training Videos!

- Go to the BA Landing Page to watch the new Setup, Demo, and Teardown videos.
- 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



TARGET AB SAMPLING

AB EXPERT SERIES – HALLOWEEN COCKTAILS

<https://www.youtube.com/watch?v=RmOIsCc254E>

- 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!



4 SIMPLE
Halloween Cocktails

1 Year Anniversaries

Vanessa Spencer, IN

Joseph Alcaraz, CA

Chani Smith, CA

Jade Murray-White, VA

Nyemah Lide, VA

Natalie Dutton, KS

Sebastian Hormaza, CA

Donna Farmer, FL

Alex Caragliano, CA

1 Year Anniversaries

Berenice Mendez, IL

Toni Mackey, TX

Sadat Ahmed, TX

Elizabeth Bitton, IL

Juanita Contreras, CA

Toi Woods Cordy Hydelsburg, TX

Becky De La O, CA

Latanya Robinson, MO

2 Year Anniversaries

Rosemary McCallum, IL

Bruce Klayman, TX

Kerstin Little, IL

Hazel Balcaceres, FL

Connie Brady, FL

Serena Nichols, TX

William Mansfield, FL

3 Year Anniversaries

Maria Lamela, FL

Nicole Girault, SC

Vivian Reynolds-Simpson, FL



EMPLOYEE OF THE MONTH NOMINEES:

Carlos Rodriquez, IL

Jeanette Larsen, TX

Vanessa Spencer, SC



EMPLOYEE OF THE MONTH

Carlos Rodriquez

October 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!

Maria "Suzie" Sailor, TX
Debbie Seeler, IL
Rachel Collins, FL
Tiziana Sannino, WI

PHOTO OF THE MONTH NOMINEES

Carisa Davis, TX



Paulina Pulido, FL



Laurel Proctor, NV



Gale Perez, NC



Roger Bertoncini Bianchi, TX



PHOTO OF THE MONTH WINNER:

Carisa Davis, TX

- **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!**