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

Wet Sampling Event Checklist

SAMPLING EVENT CHECKLIST

- ☐ Clock in and turn on your service locator in the AMP Mobile App. This is mandatory
- ☐ Review the project manual for images and details of how your cart should be set up
- ☐ Chill product (white & rosé wines, all seltzers and beers) while you are setting up your event
    - ▪ If you cannot chill product in the backroom fridge, purchase ice using your Comdata card and use your ice bucket to chill product
- ☐ Ensure WE I.D. sign and souffle cups are on your cart
    - ▪ **Note:** Clean/sanitize the top of the cart before your demo using cleaning wipes and paper towels. If you run out of cleaning supplies, use your Comdata card to purchase private-label supplies at the store
- ☐ Always wear gloves when handling sampling cups and wine pour spouts
    - ▪ Be mindful of changing gloves throughout the event
- ☐ Store your Wet Sampling Kit in the back of your D2D cart after all kit items and product have been placed
- ☐ Set souffle cups in 10-count "cup towers" to help count how many samples are given during your event
- ☐ Place the trash can with a liner next to your cart
- ☐ Merchandise shelves with enough product to create a visually appealing display
    - ▪ **The goal is to encourage guests to take bottles from your display for purchase**
- ☐ Use the following minimums and maximums when merchandising your cart:
    - ▪ **Beer and Seltzer**
        - ▪ Minimum: 5
        - ▪ Maximum: 24
    - ▪ **Wine and Liquor**
        - ▪ Minimum: 10
        - ▪ Maximum: 40
- ☐ Call your scheduler before setting up with a backup item. This is mandatory and could result in you being removed from the schedule if you do not comply
- ☐ Count the number of samples given out during your event and report it in your mPlan
- ☐ Always check IDs to verify guests' age and never serve underaged guests
- ☐ After you have verified the guests' ID, pour only one 1 oz. sample per guest
- ☐ Only pour samples as guests approach your cart – do not pour in advance
- ☐ Make sure guests sample the product next to your cart and dispose of the cups at your sampling station

QUICK REMINDERS

- ☐ Connect to Target Wifi 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
- ☐ Call your scheduler before leaving the store if you encounter: Insufficient inventory/can't set up with feature item, store refusal, damaged display, or unable to locate display