

ADULT BEVERAGE

FOCUS CALL

FEEDBACK - OPINIONS - COLLABORATION - UPDATES - SUCCESSES

WE WANT TO KNOW...

What are your tips and tricks for running a Dry/Educational Demo? Write your answers in the chat!

WELCOME!

TARGET AB SAMPLING

EDUCATIONAL DEMOS

Educational Demos are **only** to be activated as a last resort.

Reasons to **not activate** an educational demo:

- Your Com Data Card isn't working
 - Call your scheduler if your Com Data card is not working
- If you are new and have yet to receive your Comdata card.
- Please keep in mind, that if you change the demo date but don't contact your scheduler, your Comdata card won't work, please contact your scheduler to make changes in the AMP app and to load the card.
- You may **only activate** an educational demo if you have received approval from your scheduler.

Questions? Reach out to your supervisor if you need assistance!

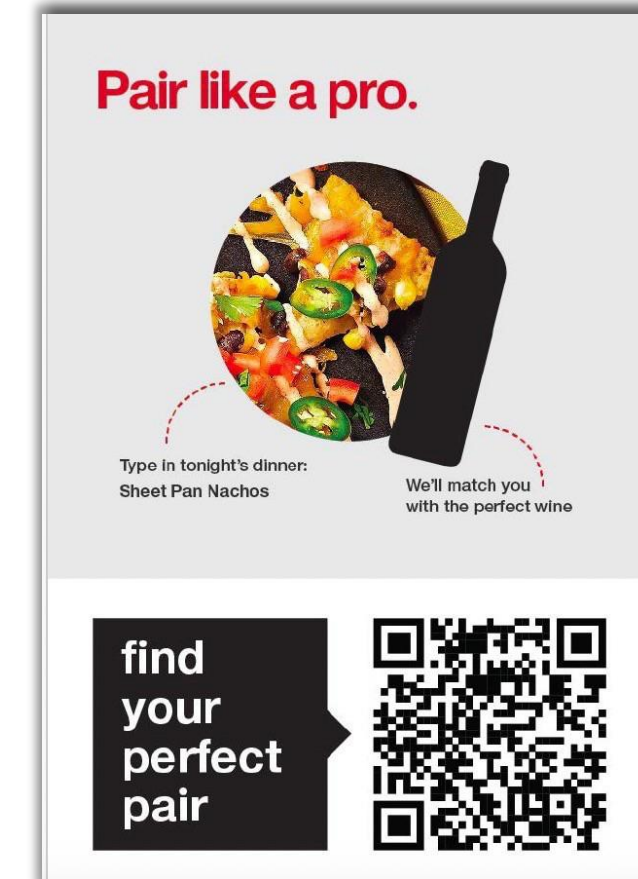
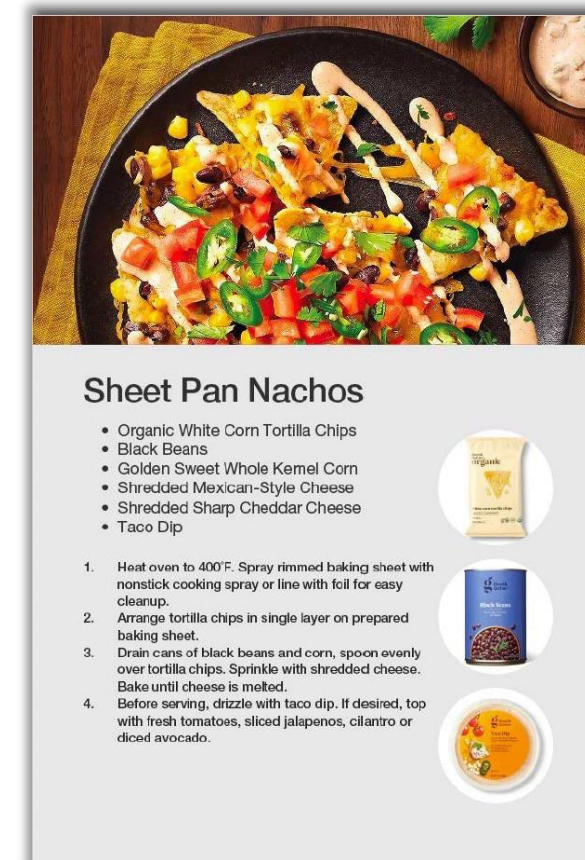


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EDUCATIONAL DEMOS: TIPS & TRICKS

We've compiled a few tips & tricks to help you activate Educational Demos:

- **Customer Focus:** Greet customers warmly, introduce yourself, and ask open-ended questions about their preferences and needs.
- **Engage in Conversation:** Build rapport by discussing their tastes and occasions, making them feel heard and valued.
- **Product Knowledge:** Be knowledgeable about the products, offering recommendations and assistance with selections.
- **Utilize the Pair Anything Cards:** Direct customers to the Pair Anything Cards for more information and recipes, enhancing their experience.
- **Create Interest:** Mention different drink creations and pairings to spark interest.
- **Build Relationships:** Establish trust by providing helpful advice and encouraging repeat interactions.



Questions? Reach out to your scheduler if you need assistance!

TARGET AB SAMPLING

ARIZONA PERMITS

This is a reminder about the importance of being compliant with permits and what can happen if we are not.

- Per Arizona state law, we must request permits for each demo.
- We are only allowed to do Wet Sampling Demos on the specified date and time because that is what the permit was pulled for.
- What happens if you sample during an unscheduled date?
 - If a regulator comes by and we are sampling outside of our allotted day and time, then PC and Target can get into legal trouble
- If for some reason you can't sample during the set day and time, then the demo will need to run as a dry/educational demo after receiving approval from your scheduler.

Thank you for everything you do!

NOTICE OF SAMPLING

Sampling Event Location: **TARGET #855**
6500 E GRANT Road
TUCSON Arizona 85715

009100016061

Event Date: December 13, 2024
Hours of Event (3 maximum): 03:00 PM

Event Sponsor Name: HENSLEY & COMPANY
Event Sponsor Liquor License #: 04071007

Form 41414

TARGET AB SAMPLING

SNEAK PEEK: NEW D2D CARTS

We wanted to give you a sneak peek of the **NEW D2D Cart!**

- This cart will launch early next year, and we can't wait for you to use it!
- We will also be rolling out all new training videos and documents for the new cart.

Stay tuned for more exciting D2D Cart announcements and content!



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HOLIDAY STAND ALONE EVENTS

See below the schedule and reminders for the Holiday Stand Alone Events.

Christmas & New Year's Day

- Christmas Standalone Dates –
 - Monday, 12/23
 - Tuesday, 12/24
- New Year's Standalone Dates –
 - Monday, 12/30
 - Tuesday, 12/31
- Reminders –
 - ALL Standalone Events include setup, demo, and tear down in 3.5 hours
 - If you filled out the Holiday Availability survey, please check with your scheduler to see what days you have been scheduled for the Holiday demo dates.

STAND-ALONE AB DEMO SETUP


EVENT INFO:

- **DPICI(s): 213-07-0616**
- Product(s): Milagro Silver Tequila - 750ml Bottle
- QTY: For Merchandising Cart: Minimum: **5** Maximum: **24**
- Branded Side of Cart Signs (BSOCS): NO
- Backup Product provided on pages 7-10
- Make sure to check your app for any potential hot task for this event
- Check with FBL if additional product is available to stock the cart for the demo
- If you have a hot task instructing to activate a dry demo, go to Dry/Educational demo instructions on page 14

QUICK STEPS:

1. Make sure your location services are on (this is mandatory while on the clock). Clock-in (if the first visit of the day) and check-in.
2. Use the DPIC to find inventory and work with the Target team to print price sign.
3. Set up the D2D cart like the picture to the right.
 - If you don't find enough inventory to set up your cart, refer to Page 2 of this manual for additional instructions.
 - If low on (all) feature, certain backup items may be used to fill display so that it improves the look of the cart. See notes under each backup.
4. Update the QR code and install Branded Side of Cart Signage (BSOCS) if applicable.
5. Order D2D cart or parts in the D2DOrderRequest mPlan if needed.
6. Complete your mPlan.
7. Check-out and (if last visit of the day) then clock-out.
8. Remember to update Timesheets with miles and driving time daily.

QR Code: Orange #9



BSOCS: NONE

Click [HERE](#) for the in-depth step-by-step event guide.

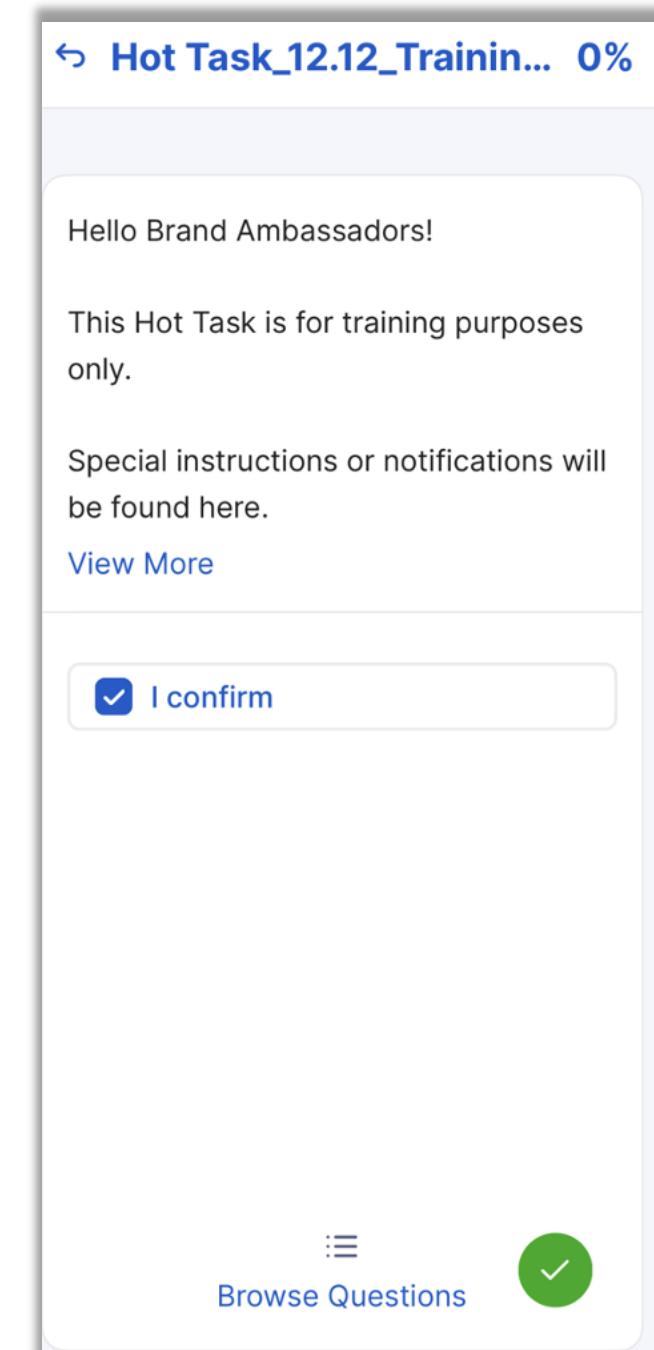
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HOT TASKS 101

Today we are going to walk you through a Hot Task.

- A Hot Task is a time-sensitive note assigned to you **before** you start your project.
- **Instructions:** Simply click on the Hot Task and select “Begin”. Next, follow the instructions of the Hot Task (if applicable).
- If a Dry Event/Educational Demo is needed, a Hot Task will be issued to you.

Questions? Reach out to your scheduler!



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AB EXPERT SERIES – GRINCH MIMOSA

https://youtu.be/xGXvBmB9D8I?si=t1PZ_F4TQ2v-oybG

- 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

Laurel Candice Proctor, NV

April Lee, TX

Michaela Jurjens, TX

Melanie Pierce, AL

James Nickerson, NV

Jasmine Turner, IL

Stephen Theroux, IL

2 Year Anniversaries

Ryan Parrish, IL

Sarah Repp, AZ

Sophia-Antoinet Jackson, VA

William Shesser, FL

Gayle Silberman, AZ



3 Year Anniversaries

Dru Markey, AZ



EMPLOYEE OF THE MONTH NOMINEES:

Jordan Goddard, AZ

Vanessa Spencer, SC

Marlenne Reyes, MN

Sandra Alteena, FL



EMPLOYEE OF THE MONTH

Vanessa Spencer

December 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!

Ralph Antoine, IL

Anita Kerr, TX

Faleesha Powell, NC

Rosalie Mendoza, FL

PHOTO OF THE MONTH NOMINEES

Beverly Wong, TX



Joel Cruz, AZ



Linda Insouta, FL



Monique Guillory, NV



PHOTO OF THE MONTH WINNER:

Joel Cruz, AZ

- **Clean & Complete Uniform**
- **Name Tag**
- **WE ID Sign**
- **Sampling Supplies**
- **Fully Stocked Featured Product**
- **D2D Cart Price Sign and QR Code**



Q&A

HAPPY HOLIDAYS!



**THANK
YOU!**