

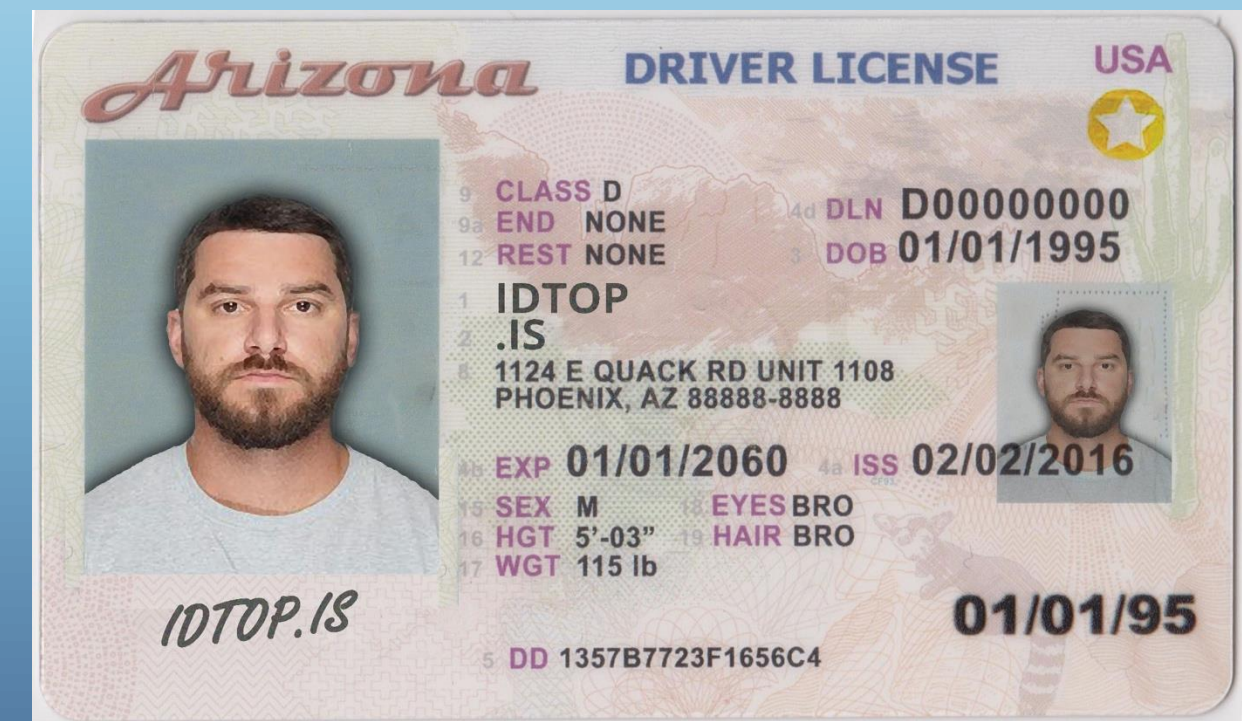
ADULT BEVERAGE

FOCUS CALL

FEEDBACK - OPINIONS - COLLABORATION - UPDATES - SUCCESSES

WE WANT TO KNOW...

What is wrong with the IDs below? Write your answers in the chat!



WELCOME!

TARGET AB SAMPLING

2024 RECAP

Before we fully move into 2025, let's take a look back at 2024!



TARGET AB SAMPLING

HOLIDAY STAND-ALONE OVERVIEW

We are so excited to report that our first-ever Holiday Stand-Alone events in December, had **GREAT** results!

- Over six different wines were successfully demoed, resulting in great sales lifts overall
- 567% average sales lift
- Over 400 stores participated
- Enhanced Guest Experience and drove supplier involvement
- Great photos for recaps

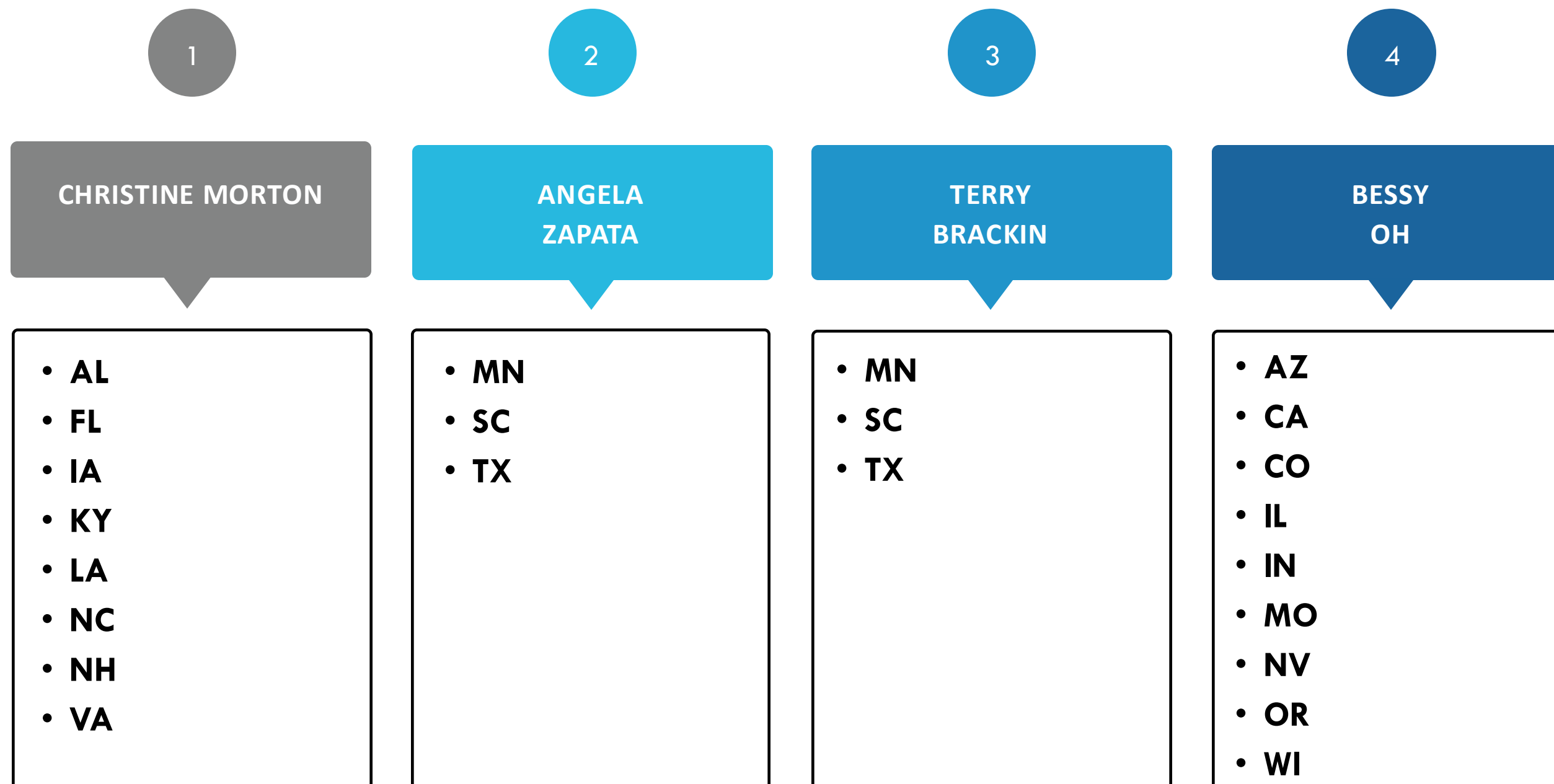
You all have done an amazing job! Keep up the good work!



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UPDATED MARKET DISTRIBUTION

Please see the updated list for market distribution below. As always, reach out to your scheduler if you have any questions!



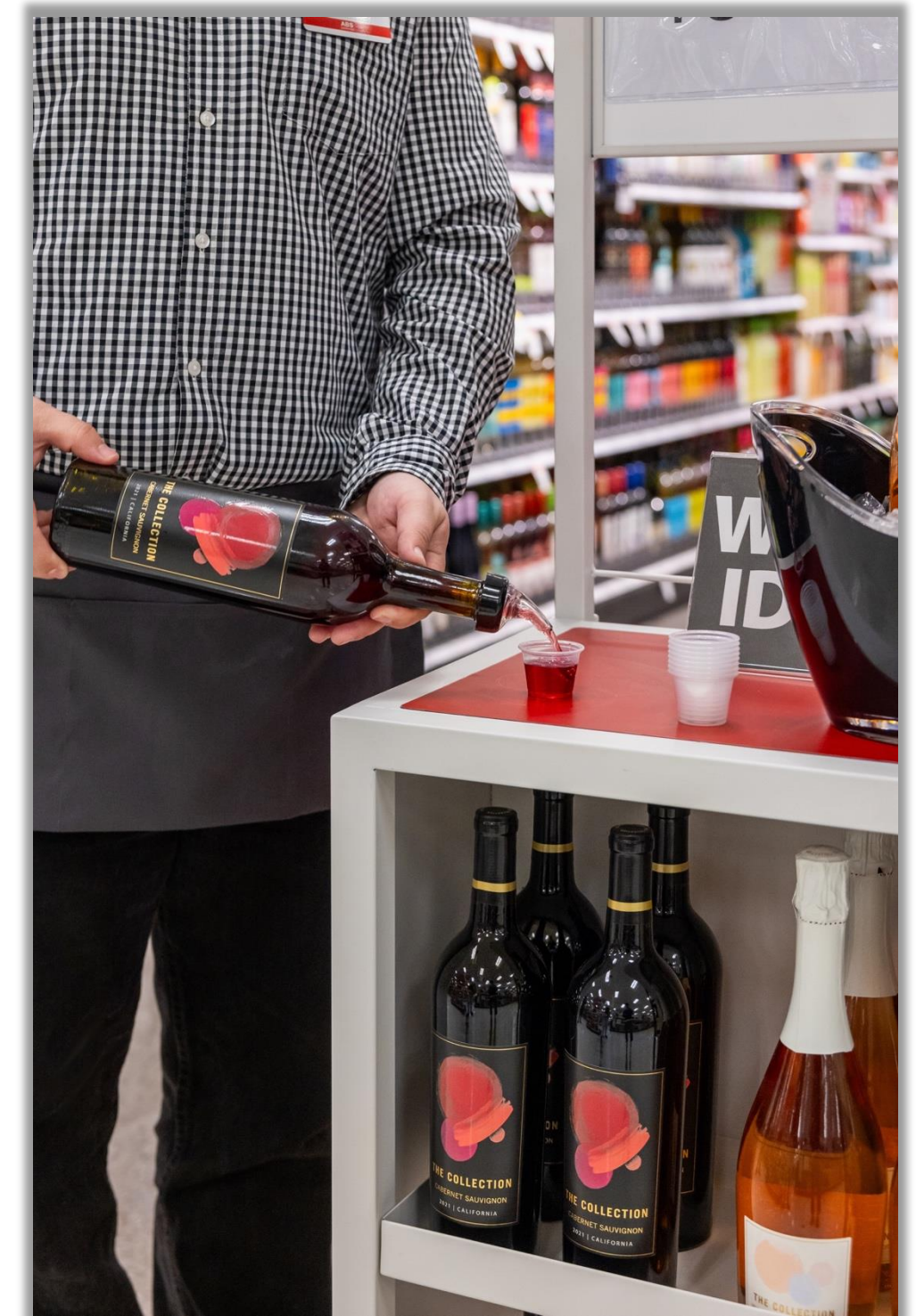
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SLOW SEASON UPDATE

January and February have historically been the slowest months for scheduled events as suppliers are still planning their budgets for the year.

- However, we expect to get busier for the Super Bowl and Valentine's Day.
- Steps our Sales and Operations teams are taking to have more events scheduled in our slower months:
 - Stacy, our amazing BDM, is selling in last-minute events
 - Actively rescheduling events and tracking inventories well in advance so that fewer events will be canceled due to lack of inventory.
 - Potential opportunities with our other corporate divisions: If you are interested in temporary work at other retailers, please alert your scheduler- we will do our best to increase your work hours.

Thank you for all that you do!



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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

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.

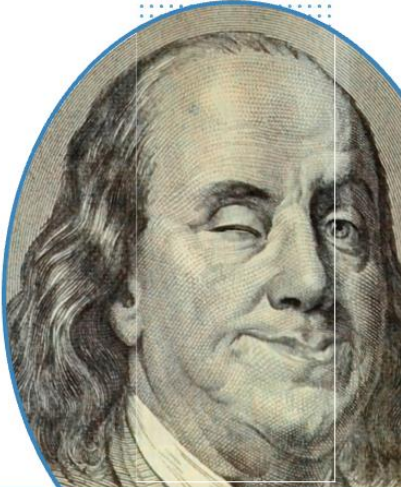
Get Started:

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.

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VALID ID FAQs

Today, our Compliance Manager, Stephen Manns will be answering your questions about IDs!

- What is the difference between the current IDs and Real IDs, and do we need to start requesting Real IDs?
 - Real ID is a federally-compliant version of state-issued IDs required for certain federal purposes, such as boarding domestic flights. For alcohol sampling, any valid government-issued ID (Real ID or not) is acceptable.
- What forms of identification are accepted or considered valid?
 - All Photo IDs must be government-issued (state ID, driver's license, military ID, etc.) and issued to an individual over 21.
- A guest who is clearly of age approaches my cart. Do I have to ID them?
 - **YES!** You must check everyone's ID to verify age for all wet events, regardless of age appearance. You could be penalized or fined if you do not ID a guest.
- Is it ok to accept identification via a screenshot on a mobile device?
 - **No,** IDs presented via a screenshot on a mobile device are not acceptable. The physical ID or a secure digital ID (e.g., via state-verified apps) should be presented.



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VALID ID FAQs (CONT.)

- A guest hands me their ID, but it is expired. Can I still serve them?
 - **NO!** Ensure IDs are not expired and verify the photo matches the person requesting the sample.
- What do I do if a guest is upset that I won't give them a sample due to them not providing the correct identification, their ID being expired, etc.?
 - Politely explain to them that due to State rules and regulations, you may only serve a sample to guests who have the correct identification and are over the age of 21.
 - If the issue escalates further, feel free to find the FBL or another Target Team Member.
- Should I ask for ID when sampling non-alcoholic beverages?
 - Yes, Non-alcoholic beverages, such as 0.0% ABV beers, are marketed as adult beverages. Retailers require ID checks to ensure compliance with store policies or local regulations. This practice prevents confusion and ensures responsible promotion of products.



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

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AB EXPERT SERIES – MOCKTAIL CLUB

https://youtu.be/_jojB21iQrU?si=4_mvR_CE2rJFpMCH

- 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

Rico Greene, CA

Roger Bertoncini Bianchi, TX

Jonathan Lo Presto, NC

Paul Stone, OR

Kathleen Kahn, CA

Janelle Ivey, VA

Tyler Calabria, NH

2 Year Anniversaries

Linisea Gaines, FL

Maria Saylor, TX

Jordan Goddard, AZ

Donna Welch, TX

Pamela Gobert, TX



3 Year Anniversaries

Tomoko Stone, VA



EMPLOYEE OF THE MONTH NOMINEES:

Anthony Roskovich, OR

Jamel Harris, MN

Andrew Piezzo, FL



EMPLOYEE OF THE MONTH

Andrew Piezzo

January 2025

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!

Colleen Anderson, WI
Andrea Cabrera, TX



PHOTO OF THE MONTH NOMINEES

**Samantha
Chickeletti, FL**



**Nola
Romero, TX**



**Christine
Estevez, CA**



**Maria
Lamela, FL**



PHOTO OF THE MONTH WINNER:

Christine Estevez, CA

- **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!**