

ADULT BEVERAGE

FOCUS CALL

FEEDBACK - OPINIONS - COLLABORATION - UPDATES - SUCCESSES

WE WANT TO KNOW...

What is a Stand-Alone Event? Write your answers in the chat!

- A.) An Event where you find a spot to stand alone in the store.
- B.) A Dry Sampling event that lasts for an entire day.
- C.) A Wet Sampling event where setup, demo, and teardown occur in a 3.5-hour timeframe.



WELCOME!

TARGET AB SAMPLING

FAQs: NEW CARTS

Today, we want to answer a few questions we have received about the new D2D Carts.

- When will the new carts be in stores?
 - The new D2D Cart is currently scheduled to be in stores in May and we can't wait for you to use them!
- What do I do with the current D2D Cart?
 - Your scheduler will let you know when and how to dispose of your current D2D Cart.
- What stores will be receiving the new carts?
 - We will also be rolling out all new training videos and documents for the new cart.
- Will I need to assemble the new cart?
 - We will be rolling out all-new training videos and documents for the new cart all accessible via the Landing Page

Stay tuned for more exciting D2D Cart announcements and content!



TARGET AB SAMPLING

REMINDER: PERFECT PICTURE GUIDELINES

As a reminder, please make sure when you take photos of your D2D Cart that you follow the guidelines below:

- Take at least one photo at $\frac{3}{4}$ profile so that we can see the side of the cart.
- The BSCOS, permanent or branded, should always be visible.
- Ensure the cart is fully in the frame and not too far away or close.
- An image of you smiling with your display is **always preferred**. Those are the pictures that are often featured in our recaps!
- Remember, these photos are going to our suppliers, and we can't use your photos for our recaps if these guidelines aren't met.



TARGET AB SAMPLING

REMINDER: PERFECT PICTURE GUIDELINES (CONT.)

Want a chance to be entered in the Photo of the Month contest? Ensure your photos meet the criteria below!

- 3/4 view photo
- Clean & Complete Uniform
- Name Tag
- WE ID Sign
- Sampling Supplies
- Fully Stocked Featured Product
- D2D Cart Price Sign and QR Code

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



TARGET AB SAMPLING

OVERVIEW: STAND-ALONE EVENTS

Today, we are going to prepare you for the upcoming Stand-Alone events. See below for an overview:

- What is a Stand-Alone event?
 - A Stand-Alone event is a Wet Sampling event where setup, demo, and teardown occur in a 3.5-hour timeframe.
- These events can be executed between 11:00 A.M. to 7:00 P.M.
- Each Stand-Alone event only has **1 manual** that includes instructions for setup, demo, and teardown.
- The duration of each Stand-Alone event will be 3 hours, but you will report 3 ½ hours on AMP for setup/teardown.
- Interested in working these events? Be on the lookout for a Holiday Availability survey from your scheduler!

STAND-ALONE AB DEMO SETUP

EVENT INFO:

- DPICI(s): 213-00-4703 & 213-00-7215
- Product(s): Viarae Prosecco & Prosecco Brut Rosé - 750ml Bottle
- QTY: For Merchandising Cart: Minimum: 5 Maximum: 24
- Branded Side of Cart Signs (BSOCS): No
- Backup Product provided on pages 2 & 3 and 10 to 13
- 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: Red #1



BSOCS: No

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

TARGET AB SAMPLING

OVERVIEW: STAND-ALONE EVENTS (CONT.)

With the expansion of Holiday Stand-Alone Events at Target in 2025, we are excited to share the schedule and a new Event Completion Bonus structure for these events.

- **2025 Holiday Stand-Alone Completion Bonus Structure**
 - 1 Events Committed & Completed: \$12.50
 - 2 Events Committed & Completed: \$25
 - 3 Events Committed & Completed: \$37.50
 - 4 Events Committed & Completed: \$50
 - 5 Events Committed & Completed: \$62.50
 - 6 Events Committed & Completed: \$75
- With an additional \$12.50 per store, your hourly rate will increase to \$3.57 for holiday stand-alone events.
- For example, if your demo fee is \$20/h for 3.5 hours, the total is \$70 per event
 - However, the bonus total will be \$82.5 after completing 1 store.

Stand-Alone Schedule

- **Super Bowl Weekend:** Saturday 2/8, Sunday 2/9
- **Cinco de Mayo** – Monday 5/5
- **Memorial Day Weekend** – Friday 5/24, Saturday 5/25 & Sunday 5/26
- **Independence Day** – Thursday 7/3, Friday 7/4
- **Thanksgiving Week** – Monday, 11/24, Tuesday 11/25 & Wednesday 11/26
- **Christmas** – Monday 12/22, Tuesday 12/23 & Wednesday 12/24
- **New Year's Eve** – Monday 12/29, Tuesday 12/30 & Wednesday 12/31

TARGET AB SAMPLING

OVERVIEW: STAND-ALONE EVENTS (CONT.)

Please keep in mind:

- The Holiday Stand-Alone Completion Bonus will be based on how many stores you commit to executing during each Holiday Activation and dependent on **100% completion** of the stores you committed to ahead of time.
 - For example, if 2 of your events are on the schedule, and you commit to completing both events for a given holiday, you will be paid the bonus only if you complete the 2 events.
 - If you don't complete the full number of stores you commit to, you will not be paid any completion bonus.

Don't hesitate to contact your scheduler if you have any questions!



TARGET AB SAMPLING

GREET, TELL, SELL!

With the busy season approaching, let's revisit the Greet, Tell, Sell video!



Greet, Tell, Sell

TARGET AB SAMPLING



TARGET AB SAMPLING

AB EXPERT SERIES – SUPERBOWL

<https://www.youtube.com/watch?v=zpSRsL7JVWw>

- 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

Verina Boen, TX

Alise Simmons, AL

Mary Wall, VA

Wanda Rodriguez, SC

Nicole Rogers, MN

Sean McCarthy, VA

Carisa Davis, TX

Kaylee Winters, TX

Conlan Ross, TX

2 Year Anniversaries

Ashley Domino, IL

Dawn Look, FL

Lillias Greenberg, TX

Linda Insouta, FL

Tanya Erving, IL

Clarissa Brown, TX



3 Year Anniversaries

Kimberly Cruz, FL



4 Year Anniversaries

Nola Romero, TX



EMPLOYEE OF THE MONTH NOMINEES:

Anthony Roskovich, OR
Cathy Cleveland, TX



EMPLOYEE OF THE MONTH

Cathy Cleveland

February 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!

Nola Romero, TX
Colleen Anderson, WI



PHOTO OF THE MONTH NOMINEES

Beverly
Priest, FL



Elizabeth
Bitton, IL



Russell
Murray, VA



Janelle
Ivey, VA



Jay
Harris, MN



PHOTO OF THE MONTH WINNER:

Jay Harris, MN

- **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!**