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PRODUCT CONNECTIONS
**IN-STORE
SAMPLING
EVENT**

MONTH XX-XX, 2023

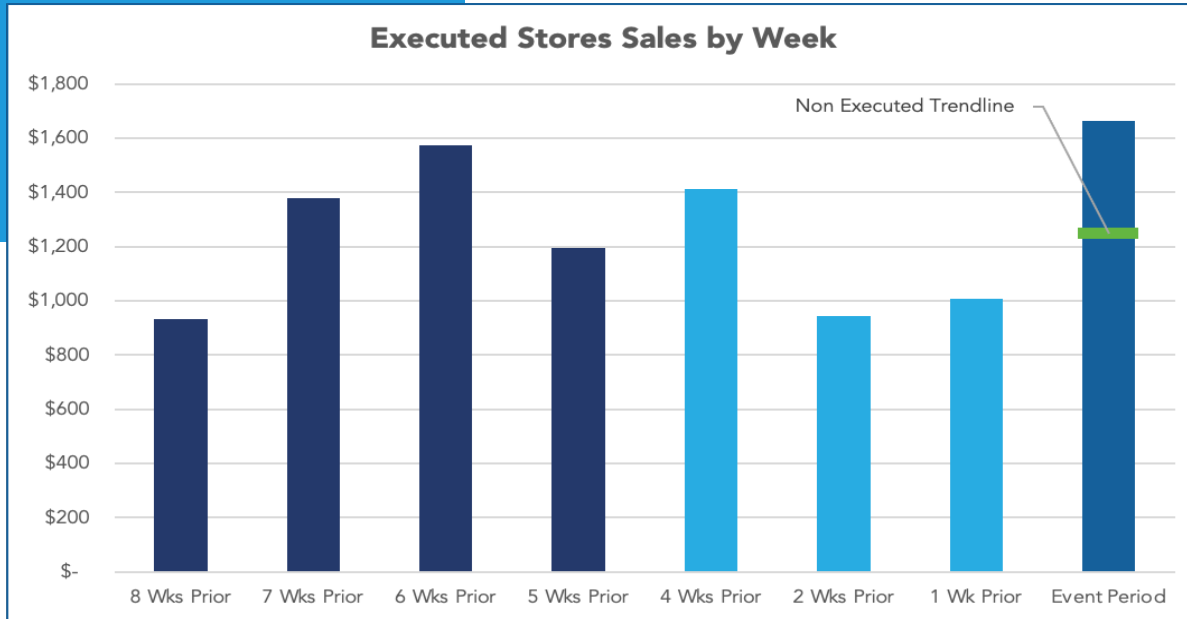


IN-STORE SAMPLING RECAP



Product Connections
A WIS INTERNATIONAL COMPANY

Cutwater Lime Tequila & Mango Margarita Cocktails



• Please note, 3 weeks prior is removed due to the Memorial Day holiday.

XX% overall event lift

in stores vs. the 4-week prior average in same locations

Lift was highest on Friday at

XX%

vs. the 4-week prior average in same locations

Non-event control locations experienced a
XX% sales decrease
vs. the 4-week prior average in same locations

XX% Conversion Rate

(units sold / samples given)

EVENT EXECUTION

XX Scheduled Stores

XX% Executed (XX stores)
X% Non-Executed (X stores)

DPCI	Units	Total Sales	Incremental Sales	Sales Lift
XXX-XX-XXXX	XXX	\$XXXX	\$XXXX	XXX%
XXX-XX-XXXX	XXX	\$XXXX	\$XXXX	XXX%

IN-STORE SAMPLING RECAP



Product Connections
A WIS INTERNATIONAL COMPANY

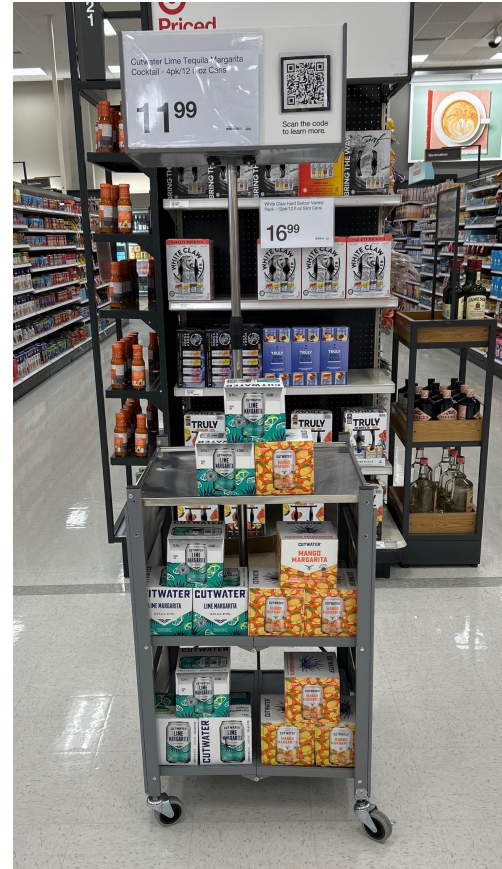
Cutwater Lime Tequila & Mango Margarita Cocktails



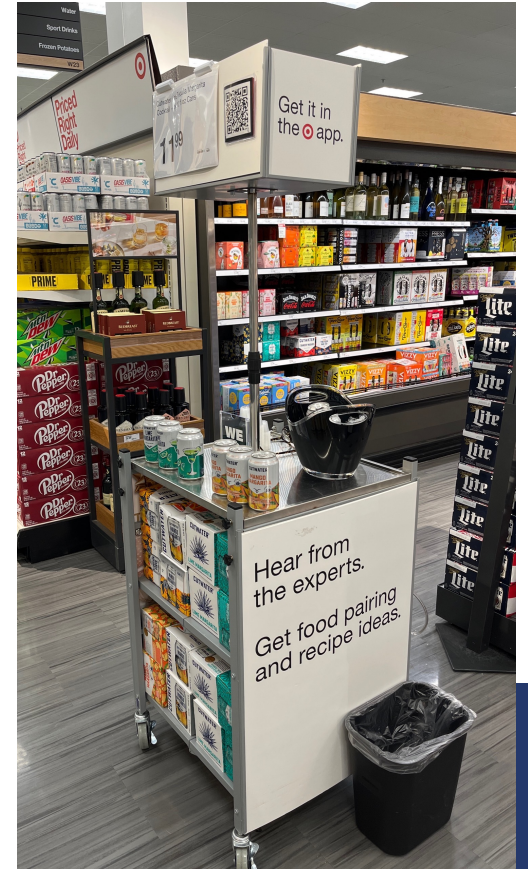
XXXX



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PRODUCT CONNECTIONS
**IN-STORE
SAMPLING
EVENT**

MONTH XX - XX, 2023

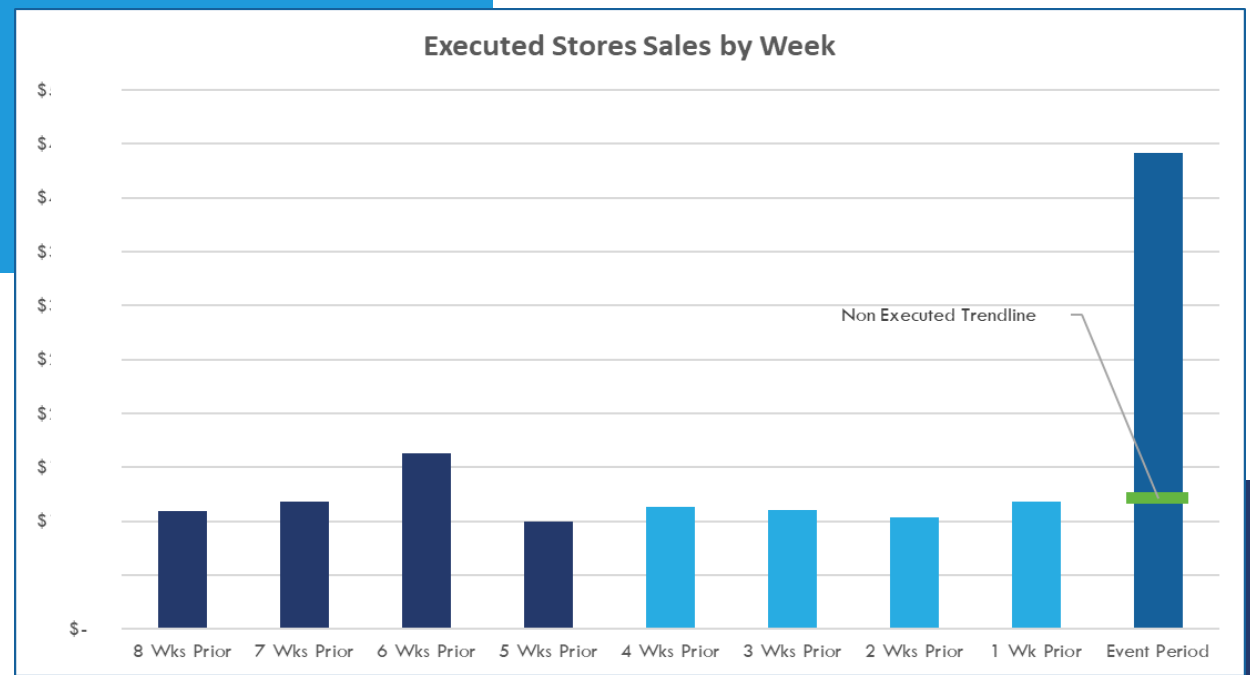


IN-STORE SAMPLING RECAP



Product Connections
A WIS INTERNATIONAL COMPANY

Sunny With a Chance of Flowers Pinot Noir & Rosé Wines



Notes:

- Stores of volume class C experienced the highest sales lift, of XXX% versus the 4-week prior average.

XXX% overall event lift

in stores vs. the 4-week prior average in same locations

Lift was highest on Sunday at

XXX%

vs. the 4-week prior average in same locations
(Saturday: XXX%, Friday: XXX%)

Non-event control locations experienced a
X% sales increase
vs. the 4-week prior average in same locations

XX% Conversion Rate

(units sold / samples given)

EVENT EXECUTION

XX Scheduled Stores

XX% Executed (XX stores)
XX% Non-Executed (XX stores)

DPCI	Units	Total Sales	Incremental Sales	Sales Lift
XXX-XX-XXXX	XXX	\$X,XXX	\$X,XXX	XXX%
XXX-XX-XXXX	XXX	\$X,XXX	\$X,XXX	XXX%

IN-STORE SAMPLING RECAP



Product Connections
A WIS INTERNATIONAL COMPANY

Sunny With a Chance of Flowers Pinot Noir & Rosé Wines



XXXX



XXXX



XXXX



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