

ADULT BEVERAGE

FOCUS CALL

FEEDBACK - OPINIONS - COLLABORATION - UPDATES - SUCCESSES

WE WANT TO KNOW...

Should you use a Target shopping bag as a trash can liner for your sampling events? Why or why not? Write your answer in the chat!



WELCOME!

TARGET AB SAMPLING

REMINDER: TRASH CAN LINERS

Please **DO NOT** use the Target shopping bags as trash can liners during your sampling event!

- Target Corporate and our suppliers see these pictures each week, and using their shopping bags as trash can liners could reflect poorly on both the brands and PC.
- If you use a Target shopping bag as a trash can liner, your photo is automatically disqualified from the Photo of the Week Contest.
- Need more trash can liners? Use the **“D2DandKitOrderRequest_’24-’25_New”** project to order more!

Thank you for everything you do!

DON'T



TARGET AB SAMPLING

HOLIDAY SCHEDULE: EASTER

Easter

- Setup – Thursday, 4/17/25
- Demo Dates –
 - Thursday 4/17
 - Friday, 4/18
 - Saturday, 4/19
- Teardown – Monday, 4/21
 - Teardown after demo if low inventory and supervisor approval
 - Target will be closed on Sunday, 4/20 for Easter.



TARGET AB SAMPLING

NEW D2D CART UNVEILING

Its almost time for our new cart to launch and today we're going to show you the Unveiling Video and answer a questions about the cart!

- Your new D2D Cart will arrive to your Target store in a box like the one pictured on the right and you will receive the FedEx tracking information from your scheduler.
- The new D2D Cart is easy to assemble and will come with a “Property of PC” sign.
- Don't worry! 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

NEW CART UNVEILING

Video Link: <https://vimeo.com/productconnections/review/1039786857/6d978410b1>



TARGET AB SAMPLING

OLD CART DISPOSAL

We are so excited to rollout the new D2D Cart in late May. However, we are going to talk about the disposing the old cart today.

- Your scheduler will let you know when to dispose of your current D2D Cart.
- **Potential Recycling**
 - If you know of anywhere in your city where you could recycle the cart, please take the cart there when it is time to dispose of it.

Reach out to your scheduler if you have any questions!



TARGET AB SAMPLING



RITUAL TEQUILA ALTERNATIVE INSTRUCTIONS

The Ritual Tequila Alternative events will start running this weekend and we have created an instructional video to aid with the cocktail preparation!


- Please review your AB Demo Event manual for full information on product purchases and cocktail preparation.
- Also, don't forget to display your Ritual Tequila Alternative BSOCS!

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

BRANDED SIDE OF CART SIGNAGE

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- The graphic below is the Branded Side-of-Cart signage you will be using for this event.
- The branded signage is designed to slide in over the permanent signage.
- Permanent signage is never to be discarded.
- The branded signage will be shipped directly to you. Shipment tracking information for the signs can be found in the Tools section of Movista. (In the Movista One app, click "More", and then "Tools")
- Installation instruction video can be found in the Tools section in the One by Movista app or you can access the video here at this link: [how-to-add-a-branded-side-of-cart-sign](#)



Product Connections, Confidential and Proprietary

AB DEMO EVENT MANUAL



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Cocktail Preparation:

- Mix Ritual Zero Proof Tequila Alternative and Margarita mix in your pitcher at a 1:1 ratio (Ex: 12oz Ritual Tequila and 12oz margarita mix)
- 3 oz sample cups can be used to measure ingredients
- Stir
- When a guest wishes to try a sample:
 - Add ice to sampling cup
 - Pour 1oz of cocktail into sampling cup

Additional notes (these apply to all events):

- Do not pour samples ahead of time
- Do not set out empty sampling cups beforehand.
- Photos submitted for the survey question "Please include photos of today's demo stand fully setup and ready for sampling." should be of the cart fully ready for sampling and include the feature item(s) prepared for sampling. (In this case, the pitcher containing the mixed cocktail and bucket of ice.)



TARGET AB SAMPLING

AB EXPERT SERIES – RITUAL TEQUILA ALTERNATIVE

<https://vimeo.com/productconnections/review/1074702793/bce741abe0>

- 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

NyAsia Moore, NC
Christine Bresky, FL

2 Year Anniversaries

Sandra Altena, FL
Emily Angeles, MO



EMPLOYEE OF THE MONTH NOMINEES:

Andrea Cabrera, TX

Marlenne Reyes, MN

Rosemary McCallum, IL



EMPLOYEE OF THE MONTH

Marlenne Reyes

April 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!

Kathleen Kahn, CA

PHOTO OF THE MONTH NOMINEES

**Martha Aubid,
AZ**



Christine Estevez, CA



**Johnathan Lo Presto,
NC**



Christine Estevez, CA



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!**