

## 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!







# WELCONE!

#### **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**



#### **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.



#### **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.

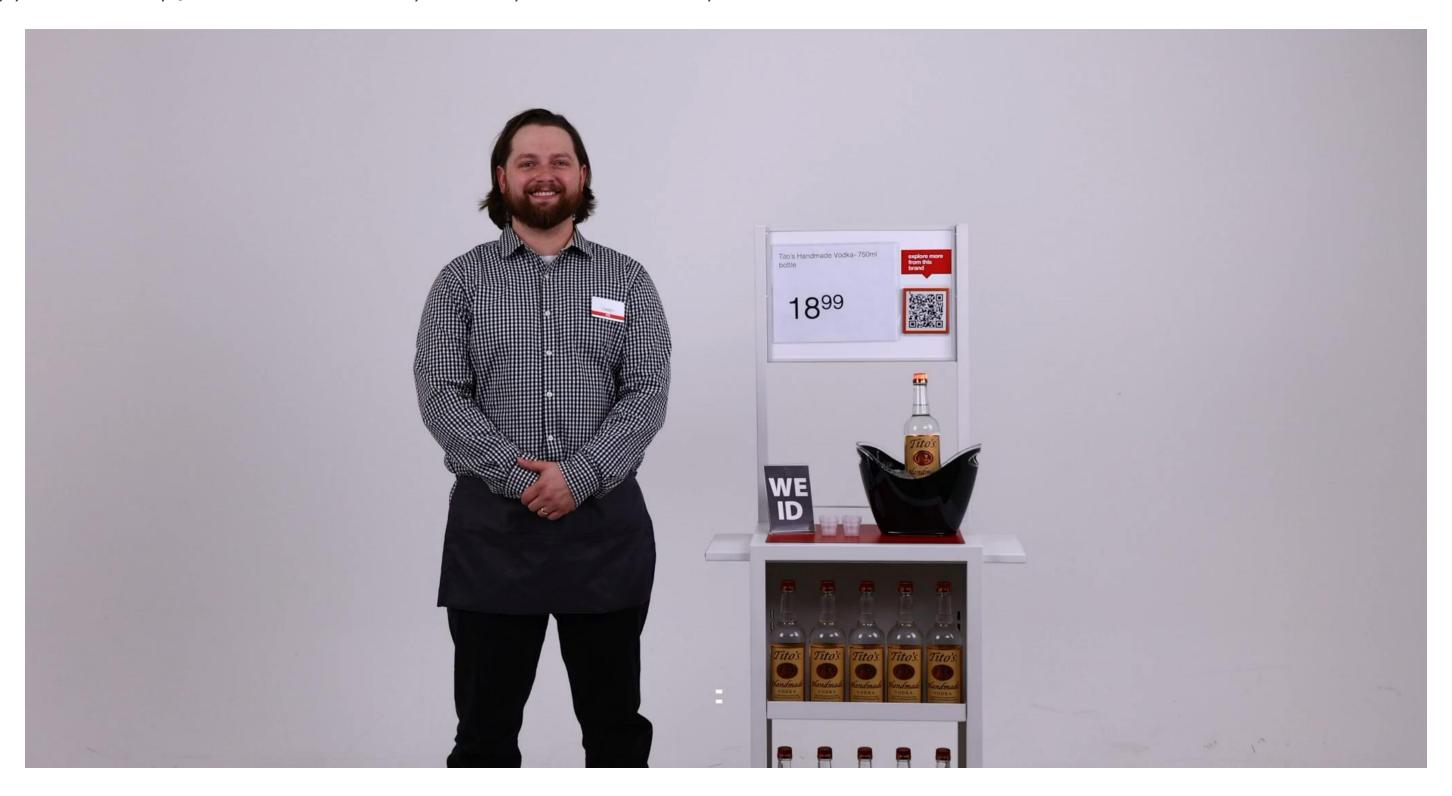
Stay tuned for more exciting D2D Cart announcements and content!





#### **NEW CART UNVEILING**

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



#### **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!



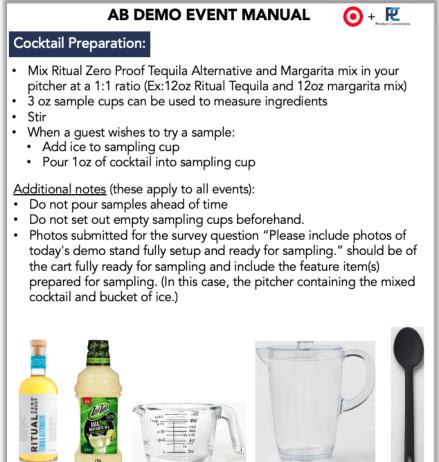
#### RITUAL TEQUILA ALTERNATIVE INSTRUCTIONS

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!





#### 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 NONTH NONTH SE

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









# 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!