

# ADULT BEVERAGE FOCUS CALL

FEEDBACK - OPINIONS - COLLABORATION - UPDATES - SUCCESSES

# WE WANT TO KNOW...

Have you talked to your FBL about the new cart rollout Why or why not? Write your answer in the chat!



**WELCOME!**

# TARGET AB SAMPLING

## NEW CART DELIVERY

We are excited to announce the rollout of new sampling carts to your Target stores! See the details below:

- **Delivery Schedule:**
  - The new carts will arrive at the stores via FedEx during the week of May 9, 2025.
  - Your supervisor will share the tracking numbers for your stores once the carts are shipped.
- **Action Required:**
  - **1. Visit and Setup:** Within two days of delivery, please visit the stores to unpack and set up the new cart.
  - **2. Removal of Old Cart:** On the same day you set up the new cart, you will need to remove the old cart from the store. Unfortunately, we cannot request the stores to dispose of it on our behalf.
    - If you know of an appropriate disposal location for the old display, please proceed with the disposal. If not, consult your supervisor, as we may have recommended disposal sites.



# TARGET AB SAMPLING

## NEW CART DELIVERY (CONT.)

- **Project Tracking:** There will be **2 projects** in the AMP app to complete during your visit.
  - **Set up project:** To set up the new cart
  - **Removal project:** To remove and dispose of the old cart
- **Please let your supervisor know if you are available to visit stores during the week and if you would be interested in supporting the setup at additional locations.**

Thank you for your assistance with the setup of the new carts!



# TARGET AB SAMPLING

## D2D CART UNBOXING VIDEO

Today, we're going to show you how to unbox and assemble your brand new D2D Cart!

- Video link:  
<https://vimeo.com/productconnections/review/1082326286/c25d99bdf2>

Stay tuned for more exciting new D2D Cart content!

**D2D CART  
UNBOXING &  
ASSEMBLY**

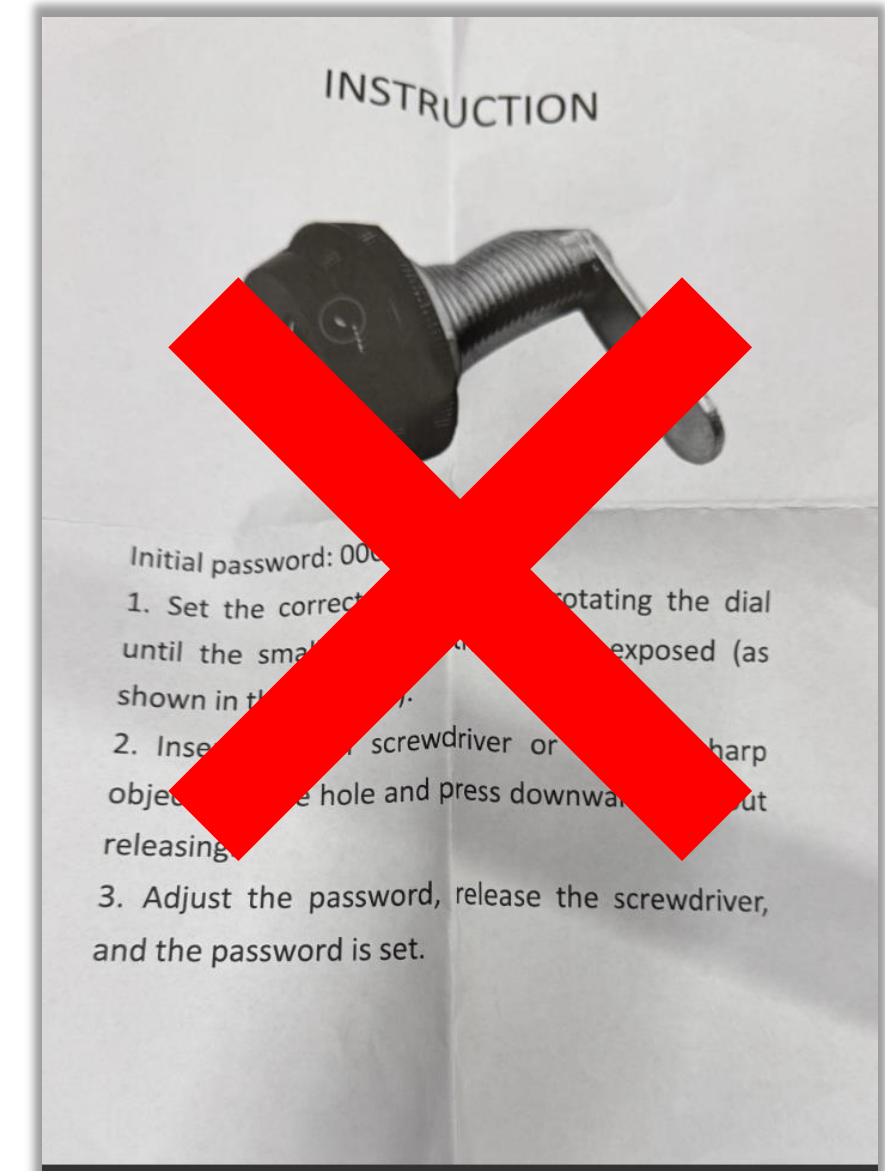
# TARGET AB SAMPLING

## NEW CART LOCK BOX

The new D2D cart is equipped with a lockbox on the back of the cart. This is a safe location to store your cart supplies.

- The initial password is 000
- While instructions are included in the cart for changing the password, please **DO NOT** change the password
- Keeping the password in the initial setting for all carts will make it easy for BAs to cover any store with full access to the cart!

Thank you for your assistance!



**DO NOT CHANGE THE  
PASSWORD!**

# TARGET AB SAMPLING

## NEW CART LOCK BOX – LOCK REPAIR

If you find that your lock is not fully installed or has come apart during transit, follow the below steps to repair:

**Note:** The screw can be hand-tightened to repair the lock, but if you need a screwdriver, please ask a Target partner for assistance!

- 1 Locate the following parts in the cart or cart box
- Lock Arm, Washer, Screw



Washer and Screw

- 2 Place the lock arm onto the lock



Lock Arm

- 3 Next, put on the washer before tightening the screw into the hole to secure the lock.



Completed Lock

# TARGET AB SAMPLING

## NEW CART QR CODES

The plastic sleeve that will hold the QR Code for your event will not hold the QR Code booklet. Use the steps below to cut out the QR Code to fit in the sleeve:

- Carefully cut along the fold between QR Codes to separate the code from the booklet
- Do not cut across the actual QR code
- Do not cut away the color around the QR Code, as this is the only way to ensure you have the correct QR Code
- Slide the separated QR Code into the sleeve
- Store the rest of the QR Codes inside the cart lockbox

Reach out to your scheduler if you need assistance!



# TARGET AB SAMPLING

## IF YOUR CART IS DAMAGED...

In the unfortunate event that your cart is damaged upon opening, please follow these steps:

### **CART IS DAMAGED BUT CAN STILL BE USED**

- Reach out to your supervisor
- Take pictures of any damage found
- Document the damage in your New Cart Setup Project
- Continue with setup of new cart and removal of old cart

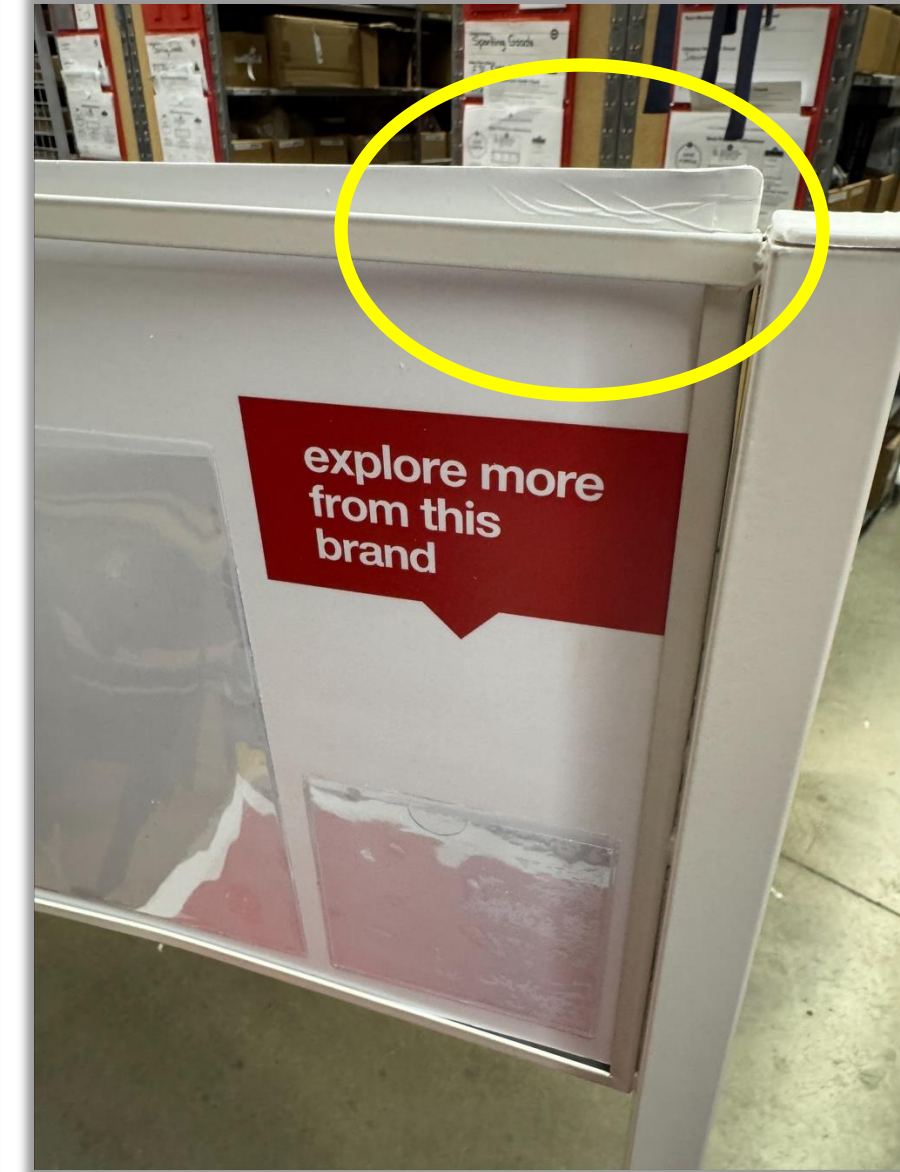
### **CART IS DAMAGED AND CAN NOT BE USED**

- Reach out to your supervisor
- Take pictures of any damage found
- Document the damage in your New Cart Setup Project
- Store the damaged cart in the sampling supply area
- Do not remove the old cart and use it until you receive a replacement cart

**Damaged Bracket**



**Damaged Signage**



# TARGET AB SAMPLING

## STAND-ALONE HOLIDAY SCHEDULE: MEMORIAL DAY

### Memorial Day Weekend

- Stand-Alone Dates
  - Friday, 5/24
  - Saturday, 5/25
  - Saturday, 5/26
- Reminders –
  - ALL Stand-Alone Events include setup, demo, and tear down in 3.5 hours
  - If you don't complete the full number of stores you commit to, you will not be paid any completion bonus.




# 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:


- DPCI(s): 213-07-3462
- Product(s): Gran Malo Spicy Tamarindo Tequila - 750ml Bottle
- QTY: For Merchandising Cart: Minimum:5 Maximum: 24
- Branded Side of Cart Signs (BSOCS): YES
- Backup Product provided on pages 2 & 3 and 10-13
- If you have a hot task instructing to activate a dry demo, go to Dry/Educational demo instructions on page 14



Orange Card #9

#### 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 DPCI 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 project if needed.
6. Complete your project.
7. Check-out and (if last visit of the day) then clock-out.
8. Remember to update Timesheets with miles and driving time daily.



BSOCS: YES

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

# TARGET AB SAMPLING

## OVERVIEW: STAND-ALONE EVENTS

As a reminder, 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

- **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



## UPDATED EVENT MANUALS

We are so excited to rollout the new Event Manuals and today we are giving you a sneak peek!

- Starting May 16<sup>th</sup>, ALL event manuals will now have an updated look!
- **New features:**
  - The new D2D Cart is now featured in the new manuals
  - Featured products will be shown above the cart next to the QR code

Reach out to your scheduler if you have any questions!

### AB DEMO SETUP MANUAL





**EVENT INFO:**


- DPCI(s): 213-01-2044 & 213-01-4050
- Product(s): Cayman Jack Zero Sugar Variety & White Claw Clawtails Variety
- QTY: For Merchandising Cart: Minimum: 5 Maximum: 24

**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 DPCI to find inventory. 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 project if needed.
6. Complete your project.
7. Check-out and (if last visit of the day) then clock-out.
8. Remember to update Timesheets with miles and driving time daily.



**Purple Card #11**



**BSOCS: NO**

**NOTES:**

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

Call your supervisor before leaving the store if: Setting up with back up item, Insufficient inventory, Cart not found or is damaged, Event refused, or any other reason that prevents set up. Time in store should only be 60 minutes. Payroll uses this to calculate your pay. \*Please see note on next page\*

# TARGET AB SAMPLING

## AB EXPERT SERIES – THE CARAVELLA SPRITZ (MAY 16-18)

<https://vimeo.com/productconnections/review/1082297731/dceddc7eea>

AB Expert Series  
Caravella Spritz

# TARGET AB SAMPLING

## AB EXPERT SERIES – THE CARAVELLA SPRITZ (MAY 16-18)

<https://vimeo.com/productconnections/review/1082297731/dceddc7eea>

- 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!



**AB Expert Series**  
**Caravella Spritz**

# 1 Year Anniversaries

**Kara Belanger, NH**

**Kevin Lansing, CO**

**Christal Elkins, FL**

**Rose Vila, MO**

**Ralph Antoine, IL**

**Carlos Rodriguez, IL**

# 2 Year Anniversaries

**Faleesha Powell, NC**

**Douglas Bland, VA**

**Gale Perez, NC**

# 3 Year Anniversaries

**Samantha Chiccheletti, FL**

**Ilsa Olsen, FL**

**Richard Marous, FL**



# EMPLOYEE OF THE MONTH NOMINEES:

**Gabriel Dominguez Jr., TX**  
**Roger Bertoncini Bianchi, FL**



# EMPLOYEE OF THE MONTH

**Roger Bertoncini Bianchi**

May 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!

Norelys Romero Gonzalez, TX  
James Nickerson, NV  
Joe Armstrong, FL

# PHOTO OF THE MONTH NOMINEES

**Jay Harris,  
MN**



**Suzanne Hudson,  
NC**



**Connie Chess, AZ**



**Robin  
Robb, FL**



# PHOTO OF THE MONTH WINNER:

**Robin Robb, FL**

- **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!**