

# ADULT BEVERAGE

# FOCUS CALL

FEEDBACK - OPINIONS - COLLABORATION - UPDATES - SUCCESSES

# **WE WANT TO KNOW...**

**What would you like to see in the Weekly Communication emails? Write your answers in the chat below!**

**WELCOME!**

# TARGET AB SAMPLING

## STAND-ALONE HOLIDAY SCHEDULE: 4<sup>TH</sup> OF JULY

### 4<sup>th</sup> of July Weekend

- Stand-Alone Dates
  - Thursday, 7/3
  - Friday, 7/4
  - Saturday, 7/5
  - Sunday, 7/6
- 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

## 4<sup>TH</sup> OF JULY DAY STAND-ALONE EVENT

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

- **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

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:


- DPIC(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 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 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

## REMINDER: ETIPS RENEWAL

As a reminder, please check your eTips certificate to make sure it has not expired.

- If it has expired, log on to BlueVue to complete the course
  - The estimated learning time is 90 to 120 minutes is the average may be higher in certain states.
  - If you use more than the estimated time, please request approval from your scheduler before submitting extra time
- If you don't renew/complete this training, you will not be compliant with state laws and unable to execute sampling events

Thank you for your assistance with the ensuring your eTips certificate is up to date!





# TARGET AB SAMPLING

## NEW D2D CART TUTORIAL: PRICE SIGNS

Today, we're going to show you how to correctly cut and fold your price sign for your brand new D2D Cart!

**Note: If you can't find scissors, you can fold your price sign to fit the sleeve.**

**1** Measure your sign against the price sleeve to see how much you will need to cut off. Then use a pen to make a small dot to mark where you need to cut.

**2** Using scissors, cut a small strip off the price sign.

**3** You now have a price sign that fits the sleeve!





# TARGET AB SAMPLING

## UPDATE: PROPERTY OF PC SIGNS

We would like to update you on the arrival of the D2D Cart stickers.

- As some of you are already aware, the new carts did not come with the “Property of PC Signs”.
- Our Fulfillment team is working hard to get these printed and they will be shipped out to you soon.
- Thank you for your patience and we can’t wait for you to receive your cart sticker!

Reach out to your scheduler if you have any questions!



# TARGET AB SAMPLING

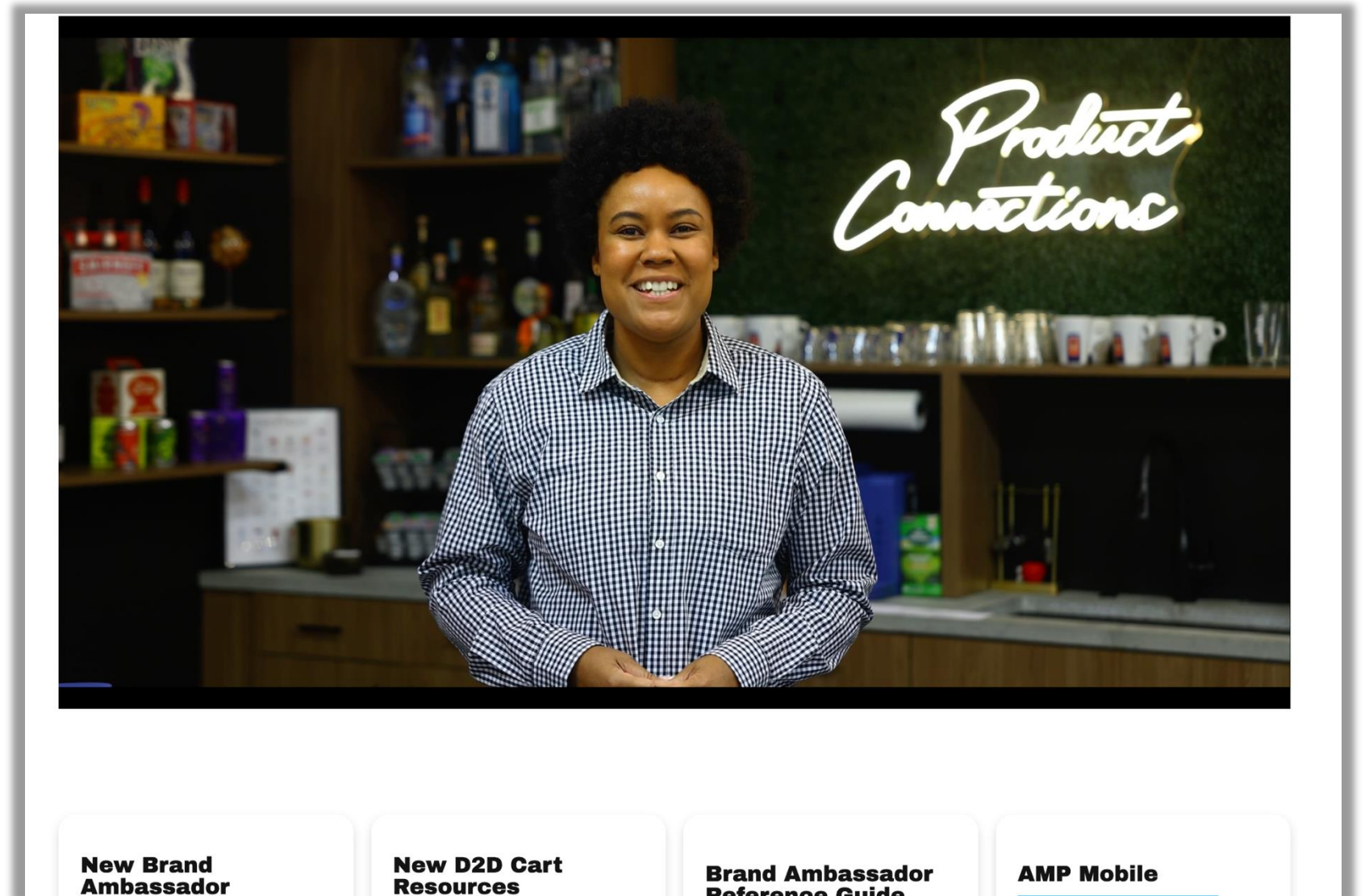
## LANDING PAGE TUTORIAL: NEW D2D CART RESOURCES

Today we are going to show you how to access the NEW D2D Cart Resources tile!

- Please don't forget to utilize the Landing Page! The Landing Page is a powerhouse of training videos, essential documents, and resources designed just for you!
- To access the Landing Page, go to:  
<https://productconnections.com/ba-resources/>

### A few ways to use the Landing Page:

- If you need to approve your mileage between stores
- Need a refresher on AMP
- Want to look at the previous AB Expert series
- Get additional training support





# TARGET AB SAMPLING

## AB EXPERT SERIES – FIRECRACKER MARGARITA

<https://www.youtube.com/watch?v=MrbNPg9j08c&list=PL0la-c99aRRseAtKsB--H1eZbb4eprvOp&index=2>





# TARGET AB SAMPLING

## AB EXPERT SERIES – FIRECRACKER MARGARITA

<https://www.youtube.com/watch?v=MrbNPg9j08c&list=PL0la-c99aRRseAtKsB--H1eZbb4eprvOp&index=2>

- 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

**Elizabeth Lakonig, AZ**

**Nathan Hunter, CA**

**Jacquelyn Powell, IL**

**Jimmy Brown, IL**

**Ryan McFadden, IL**

**Benia Joseph, FL**

**Vanessa Stowers, SC**

**Norelys Romero Gonzalez, TX**

# 2 Year Anniversaries

**Margaret Raim, IA**

**Casandra Deluk, FL**

**Paulina Pulido, FL**

**Debra Jordan, NV**

**Christian Ruiz Jr., NV**

# 3 Year Anniversaries

**Sharon Wiles, AZ**

**Penny Dipuma, FL**

**Robin Lester, FL**

# 5 Year Anniversaries

Cathy Cleveland, TX





# EMPLOYEE OF THE MONTH NOMINEES:

**Penny Dipuma, FL**

**Nathaniel Smock, TX**

**Rose Vila, MO**



# EMPLOYEE OF THE MONTH

**Rose Vila**

**June 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!

**Roger Bertoncini Bianchi, FL**  
**Johnathan Lo Presto, NC**  
**Bruce Klayman, TX**  
**Beverly Wong, TX**  
**Neeahna Weaver, WI**



# PHOTO OF THE MONTH NOMINEES

**Leon  
Teekah, FL**



**Beverly  
Wong, TX**



**Pamela  
Gobert, TX**



**Elizabeth  
Lakonig, AZ**





# PHOTO OF THE MONTH WINNER:

**Elizabeth Lakonig, AZ**

- **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!**