

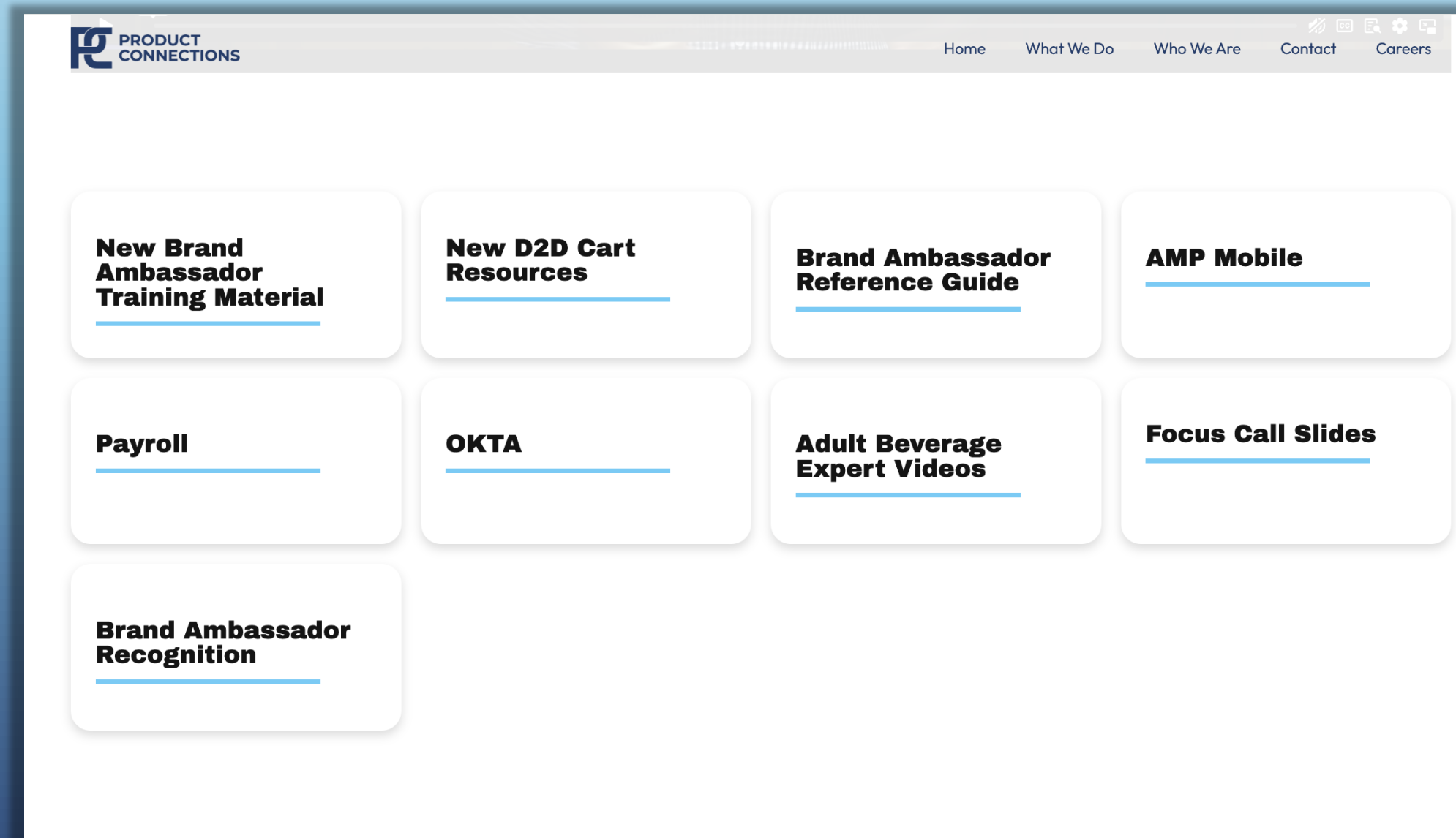
# ADULT BEVERAGE

# FOCUS CALL

FEEDBACK - OPINIONS - COLLABORATION - UPDATES - SUCCESSES

# WE WANT TO KNOW...

Do you visit the BA Landing and if so, how often? or why not? Write your answer in the chat!



**WELCOME!**

# TARGET AB SAMPLING

## ANNOUNCEMENT: TARGET PROGRAM CHANGES

We've got an exciting update to share!

- Starting August 1<sup>st</sup>, we will be transitioning to Stand-Alone events only.

### Why the change?

- This shift is the result of a collaborative decision between PC and Target, aimed at streamlining our efforts and creating even more impactful experiences!
- More events can be scheduled per weekend.
  - Each weekend can grow from a maximum of 460 events to over 1 300 events, meaning potentially more events per weekend in your stores!
- Stand-Alone Events sell more product.
  - Independence Day Weekend Stand Alone-Events showed a sales lift of 302%! Nearly 2.5x better than standard weekend events.





# TARGET AB SAMPLING

## OVERVIEW: STAND-ALONE EVENTS CHANGES

Today, we are going to walk you through the changes for this new transition to 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.
  - However, the latest you can start an event is 3:00 P.M.
- Your D2D Cart will no longer stay on the floor for the entire weekend it will only be on the floor during your Stand-Alone event.
- The duration of each Stand-Alone event will be 3 hours, but you will report 3 ½ hours on AMP for setup/teardown.
  - Due to compliance, AL stores will have a total of 3 hours (2.5-hour demos + 30 min for setup and teardown)




# TARGET AB SAMPLING

## OVERVIEW: STAND-ALONE EVENT CHANGES

- You will only complete **1 project/mPlan** for each Stand-Alone event.
- Each Stand-Alone event only has **1 manual** that includes instructions for setup, demo, and teardown.
- Manuals will now include which Target signage should be used for each event.
- Event QR codes will no longer link to VEE videos and will now be linked to a brand website so please keep your QR codes!




Reach out to your scheduler if you have any questions!

### STAND-ALONE AB DEMO SETUP




**EVENT INFO:**

- **DPCI(s):** 213-00-4000 & 213-00-4007
- **Product(s):** The Collection Cabernet & Prosecco Rosé - 750ml Bottles
- **QTY:** For Merchandising Cart: Minimum: 10 Maximum: 24
- 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

**Seasonal Signage:**  
**Spring**  
  
  
  
**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.



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



# TARGET AB SAMPLING

## UPDATE: PROPERTY OF PC SIGNS

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

- 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 as early as this week.
- These will slide into your price sign holder when the cart is not on the sales floor.
- Thank you for your patience and we can’t wait for you to receive your cart sign!

Reach out to your scheduler if you have any questions!



# TARGET AB SAMPLING

## STAND-ALONE EVENT VIDEO

We are excited to announce the rollout of new Stand-Alone training video.

- Video link:  
<https://vimeo.com/productconnections/review/1087198906/28ad9fb713>

Don't forget you always have access to the BA Landing Page to view training materials!



STAND-ALONE  
EVENT



# TARGET AB SAMPLING

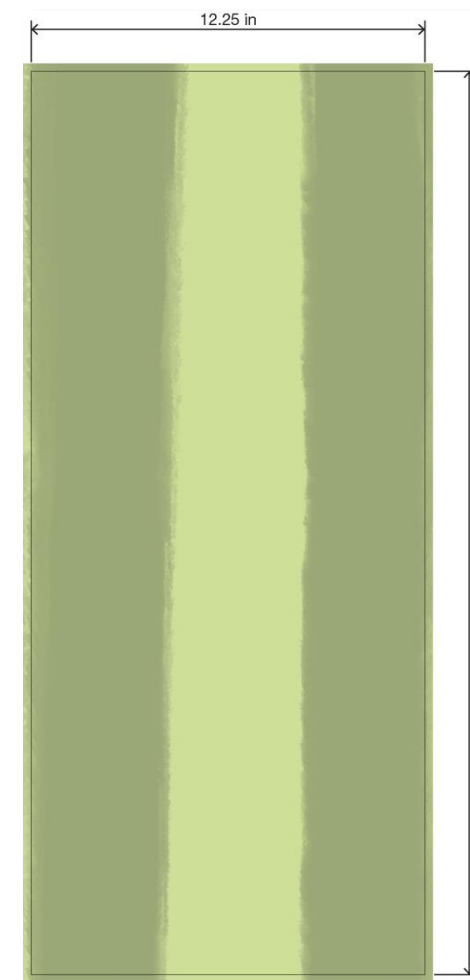
## SEASONAL SIGNAGE CHANGE

Now, that we are officially in summer, it is time to change your seasonal signage!

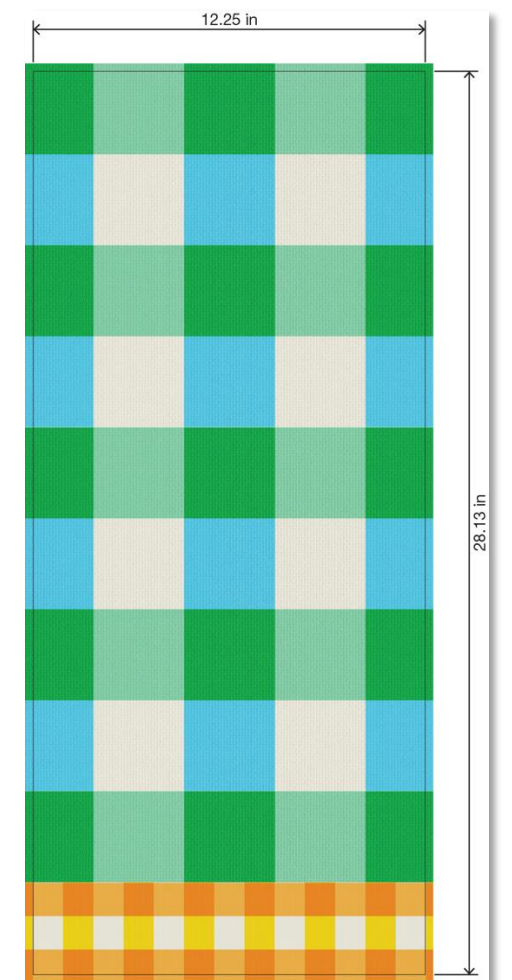
- Please make sure to switch your reversible signage to the summer print. (as pictured on the right)

Need more cart supplies? Use the D2D cart ordering kit to order more!

**Spring Signage  
(Do NOT use)**



**Summer Signage  
(Use Now)**



# TARGET AB SAMPLING

## UPDATED MARKET DISTRIBUTION

Please see the updated list for market distribution below. As always, reach out to your supervisor if you have any questions!

1

ANGELA  
ZAPATA

- MN
- SC
- TX

2

CARRIE WILKINSON

- AL
- FL
- IA
- KY
- LA
- NC
- NH
- VA

3

BESSY  
OH

- AZ
- CA
- CO
- IL
- MO
- NV
- OR
- WI

# TARGET AB SAMPLING

## AB EXPERT SERIES – ARCHER ROOSE

<https://www.youtube.com/watch?v=X3yNPEYZRLw>



# TARGET AB SAMPLING

## AB EXPERT SERIES – THE CARAVELLA SPRITZ

<https://www.youtube.com/watch?v=X3yNPEYZRLw>

- 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

**Marilyn Pacella, IL**

**Melissa Adam, IL**

**Valerie Kelco, NC**

**Jennifer Hernandez, TX**

**Margarita Ramirez, TX**

**Christian Castro, VA**

# 2 Year Anniversaries

**Martha Aubid, AZ**

**Beverly Priest, FL**

**Leon Teekah, FL**

**Victoria Vila, MO**

**Monique Guillory, NV**

**Tiziana Sannino, WI**

# 3 Year Anniversaries

**Michael Mapes, AZ**

# 4 Year Anniversaries

**Yvonne Saenz, TX**



# 5 Year Anniversaries

**Beverly Wong, TX**



# EMPLOYEE OF THE MONTH NOMINEES:

**Roger Bertoncini Bianchi, FL**

**Nathaniel Smock, TX**

**Monique Guillory, NV**



# EMPLOYEE OF THE MONTH

**Nathaniel Smock**

**July 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!

Leon Teekah, FL  
Maria de la Cruz, FL  
Tiyree W-rodriquez, TX



# PHOTO OF THE MONTH NOMINEES

**Samantha  
Chickeletti, FL**



**Monique  
Guillory, NV**



**Jay  
Harris, MN**



**Concetta  
Chess, AZ**





# PHOTO OF THE MONTH WINNER:

**Monique Guillory, NV**

- **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!**