



PRODUCT
CONNECTIONS

Target Adult Beverage Sampling Program PLAYBOOK



Training & Certification Requirements

Based on regulations in your state, the following are required before conducting an Adult Beverage event:

PC Curriculum: Target Adult Beverage Wet Sampling assigned to you in BlueVue and eTIPS

IMPORTANT: You must complete all training outlined above before working an Adult Beverage Sampling Event.

For more information about what training is required please contact your supervisor and they will request any training that is needed on your behalf.



Adult Beverage Sampling Program Pillars

Our Program Pillars

It's important that you are familiar with our Program Pillars.

1. Focus on the Guest

Your interaction with the Guest is the most important part of your role!

- ☐ Build a relationship with everyone you come in contact with.
- ☐ Make each guest smile and feel special and give them a lasting impression.
- ☐ Remember, you make the difference by making a difference in the guest's day.

2. Perform with Integrity

Perform with the highest integrity in all that you do, every day.

- ☐ Master the basics and continuously aim for self-improvement.
- ☐ Treat each shift like you're running your own business – take pride in what you do.
- ☐ Fulfill your commitments to your peers, supervisors, and guests.
- ☐ Do your best every day. Learn from failure and celebrate success.
- ☐ Always do what's right for the guest, your company, and for yourself.

3. Always Look Forward

Motivate and challenge yourself and those around you for continuous improvement.

- ☐ Explore new ways of working and share those successes.
- ☐ Maintain strong communication flow: your information and feedback matters!
- ☐ Welcome change: the future is full of innovation if you're listening and open to it.

In a nutshell, we pride ourselves on always doing what's right for the Guest, ensuring a positive experience by always being knowledgeable and presentable, and acting with integrity. These simple focus points will lead you, and all of us, to great success!

Single Stand-Alone Event Checklist



CHECK-IN/BACK ROOM

- ☐ Arrive at scheduled Target store between 11 A.M. and 4 P.M.
- ☐ Check in at Guest Services
- ☐ Log in, clock in, and check in on the AMP Mobile App
- ☐ When clocking in, turn on your location services in the AMP Mobile App. This is mandatory!
- ☐ Sign into the Vendor Logbook
- ☐ Review the event project manual to confirm product and DPCI
- ☐ Let the Food & Beverage Leader (FBL) know you are there to execute your event
- ☐ Confirm the best Wet Sampling location with the FBL
- ☐ Ask permission to enter the backroom to obtain product to merchandise the D2D Cart
- ☐ Grab a designated Target cart and gather the necessary product from the backroom (remember to ALWAYS pull product from the backroom before pulling from the sales floor, and NEVER use a Target shopping cart to transport product)



FLOOR SET UP – (ESTIMATED TIME: 15 MIN.)

- ☐ If needed, build the display cart in the back of the store (or where the FBL prefers you build the cart)
- ☐ Set up the cart in the designated location
 - Flip the “Property of Product Connections” storage sign, and ensure that the backer, stickers, QR Code, and price sign are set correctly
 - Add branded side of cart signs (if applicable)
- ☐ Merchandise Sampling Cart
 - Merchandise product on the top and bottom shelves of the cart (refer to the project manual to identify the amount of product you should use for each category)
- ☐ Confirm the item price by locating the item on the sales floor shelf, and slide the price sign into the holder on the D2D Cart (work with a Target partner to print your price sign)
- ☐ Scan the QR code with your device camera to ensure the video shown matches the product displayed on your cart
- ☐ Review your event manual to prep/review product talking points and study the demo script
- ☐ Report in AMP Mobile, then check out/clock out of the app (if you are executing a Wet Sampling Event immediately after setup, DO NOT clock out/check out)



Stand-Alone Event Checklist (Cont.)



SAMPLING EVENT CHECKLIST (3 HOURS)

- ☐ Review the project manual for images and details of how your cart should be set up
- ☐ Chill product (white & rosé wines, all seltzers and beers) while you are setting up your event
 - If you can't chill product in the backroom fridge, purchase ice using your Comdata card and use your ice bucket to chill product
- ☐ Ensure WE I.D. sign and souffle cups are on your cart
 - Note: Clean/sanitize the top of the cart before your demo using cleaning wipes and paper towels. If you run out of cleaning supplies, use your Comdata card to purchase private-label supplies at the store
- ☐ Always wear gloves when handling sampling cups and wine pour spouts
 - Be mindful of changing gloves throughout the event
- ☐ Store your Wet Sampling Kit in the back of your D2D cart after all kit items and product have been placed
- ☐ Set souffle cups in 10-count "cup towers" to help count how many samples are given during your event
- ☐ Place the trash can with a liner next to your cart
- ☐ Merchandise shelves with enough product to create a visually appealing display
 - **The goal is to encourage guests to take bottles from your display for purchase**
- ☐ Use the following minimums and maximums when merchandising your cart:
 - **Beer, Liquor, & Seltzer**
 - Minimum: 5
 - Maximum: 24
 - **Wine**
 - Minimum: 10
 - Maximum: 24



Single Stand-Alone Event Checklist (Cont.)



SAMPLING EVENT CHECKLIST (3 HOURS) CONT.

- ☐ Call your scheduler before setting up with a backup item. This is mandatory and could result in you being removed from the schedule if you don't comply
- ☐ Count the number of samples given out during your event and report it in your Project
- ☐ Always check IDs to verify guests' age and never serve underaged guests
- ☐ After you have verified the guests' ID, pour only one 1 oz. sample per guest
- ☐ Only pour samples as guests approach your cart – do not pour in advance
- ☐ Make sure guests sample the product next to your cart and dispose of the cups at your sampling station

TEARDOWN – (ESTIMATED TIME: 15 MIN.)

- ☐ Grab a Target cart and remove all product from the D2D cart (do not use a Target shopping cart)
- ☐ Restock the product on the sales floor shelves before returning the product to the back room
- ☐ Return the empty D2D cart to the designated sampling area in the back room
- ☐ Report in AMP Mobile, check out/clock out of the app, and sign out of the Vendor Logbook (only clock out if this is your last visit of the day)

QUICK REMINDERS

- ☐ Connect to Target Wi-Fi as soon as you enter the store
- ☐ After every project, complete the Project in the AMP Mobile app before leaving each store
- ☐ Check out after each store visit (only **clock out** if it is your last visit of the day)
- ☐ Reach out to your scheduler with any concerns or questions
- ☐ Call your scheduler before leaving the store if you encounter: Insufficient inventory/can't set up with feature item, store refusal, damaged display, or unable to locate display

PRODUCT CONNECTIONS

WET SAMPLING KIT CONTENTS



Adult Beverage Kit Box

Use this to store all your kit contents listed in this document.



Multi-way Opener

This will be used to open wine and beer bottles.



1 oz Pour Spout (3)

Use this to measure the correct serving size.



We ID Sign & 4x6 Acrylic Sign Holder

This must be displayed on your cart at all times while sampling adult beverages.



Wine Bucket

Use this when serving chilled white wine, chilled beer, or chilled seltzer.



Single-Use Gloves

Use these when serving samples. Change gloves frequently throughout your event.



Cleaning Wipes

Use these to clean any spills and to disinfect the sampling surface before and after sampling events.



Paper Towels

Use these to clean any spills and to dry the sampling surface before and after sampling events.



Soufflé Cups

Use these to serve samples to guests.



Trash Can and Liners

Store trash can in the same location as the tote. Do not store the trashcan or trashcan liners in the tote.

Use TGT-VEE-D2DandKitOrderRequest mPlan to order kit items when you notice you are running low on kit contents. Paper towel and cleaning wipe replacements should be purchased at the Target store using your comdata card. Get supervisor approval before purchasing.

BRAND AMBASSADOR UNIFORM

It is important to make sure you are always dressed in the correct Brand Ambassador uniform as you are representing Product Connections and Target Stores. Use this reference guide as a tool of what you should be wearing each time you execute an event.

Gingham Shirt

*Provided by Product Connections after second week of work

*Until you have a gingham shirt, wear a black or white button up shirt

Red AB Name Tag

Apron

*Provided by Product Connections after second week

Gloves

*Wearing gloves during your entire demo event is mandatory.

Black, Professional Pants

Black, Closed-Toed Shoes



PRODUCT CONNECTIONS

GREET, TELL, SELL @ TARGET



One of the most exciting things about being a Brand Ambassador is engaging with Target Guests! The **Greet, Tell, Sell method** is a great way to help our Guests get the most out of their visit!

1 Let's talk about GREET first. On average, we have 15 seconds to make a positive impression on a Target Guest! Each Target guest should always be met with a smile and a warm greeting. Always make sure that your personal belongings are not visible to guests and store them safely in the D2D cubby. Next, make sure to greet all Guests that pass within **10 feet** of the D2D cart. Make sure to always stand in front or on the side of the D2D cart and not behind it. We call this the **"The 10ft Rule"**. Also, please make sure you do not sit during demos as chairs and stools are not allowed. Did you know that a great way to encourage Guests to stop and listen about your product is by being approachable and friendly? This is what **"Greeting"** is ALL about! By greeting our Guests properly, we can ensure that they will have a great in-store experience and look forward to shopping with us again!

2 Step number two is to TELL! Remember **YOU** are the product expert and guests value what you have to say. A few ways to become a product expert are to review your manual and the VEE video before the event, refer to product packaging for extra information, listen to guests' feedback about the product while sampling it, and be familiar with the placement of the product in store! Speaking of telling the guest about a product, pairings are another great way to share your expertise! Maybe glance at their cart and point out if there is something they already plan on purchasing that would pair well with your item. Don't forget that customer service is our number one priority! Going above and beyond for our guests is just another way we can thank them for shopping with us.

PRODUCT CONNECTIONS

GREET, TELL, SELL @ TARGET

(CONT.)

3 Finally, it's time to SELL! Don't worry, selling isn't scary! Guests love discovering new and exciting products. Always ask for the sale and learn how to ask the Guest to make a purchase. Sell solutions to our Guests! Don't just sell wine, sell the idea of a fun get-together! You can even make it more fun and challenging by setting sales goals for yourself or having a goal of units you'd like to sell each hour. Asking for the sale becomes easier with time and practice! Take time to practice a couple of lines and see which one fits you best. For example: How many bottles would you like to take home today? OR Would you like to purchase both varietals today? Remember, not every product will be perfect for every Guest. When you hear an objection, listen carefully. Answer the objection and redirect the discussion. If a Guest is not interested, don't dwell on the loss of the sale. Look forward to the next Guest with a smile on your face. Always remember to thank Guests with a smile, even if they don't make a purchase this time, a positive experience will encourage them to come back and purchase another time! Follow the Greet, Tell, Sell method and you'll be on your way to becoming a master Brand Ambassador in no time!

4 Remember: Be friendly. Be the expert. Be Bold. Cheers!



Questions?

If you have questions or concerns about interacting with Target Guests, contact your scheduler. They are there to help you and walk you through any issues. Need more training resources? Check out our BA Landing Page: <https://productconnections.com/ba-resources/>

PRODUCT CONNECTIONS COMPLIANCE GUIDELINES



Adult Beverage sampling is highly regulated, and it is crucial to remain compliant with all state and local laws and regulations. Use this reference guide to ensure you are following all compliance guidelines.

Check EVERY ID

- You must check everyone's ID to verify age for all wet events, regardless of age appearance.
- All Photo IDs must be government-issued (state ID, driver's license, military ID, etc.), and the individual must be over the age of 21.
- Ensure IDs are not expired and verify the photo matches the person requesting the sample.
- If you do not ID a guest, you could be subject to a penalty or fine.

Serving Guidelines

- Keep bottles where only you can access them. All product for sampling is to be purchased before pouring any samples.
- You are only allowed to sample and handle the featured or backup item(s) as shown in your manual. Do not open other brands/items without your Product Connections supervisor's approval.
- Serve one guest at a time, and only pour samples as guests approach your cart – do not pour in advance. Place the sample on the cart for the guest to pick up.
- Do not serve to intoxicated guests or to any guest without proper ID regardless of appearance.
- Serve only (1) 1 oz sample per guest. Even if you are sampling multiple varietals or flavors, guests may only have one 1 oz sample.
- Never abandon an opened adult beverage, including souffle cups where a beverage has already been poured. If you need a break to use the restroom, you must wait until opened bottles are empty and disposed of.
- Ensure your Target partner disposes of all Adult Beverage product after your event.

Ensure Guests Remain Near

- Ask each Guest to remain near your event cart while sampling the product. They are not allowed to leave the event area with a sample or an empty cup.

Minors Not Allowed

- Minors are never allowed at the event sampling area unless accompanied by an adult. Minors are never to be served.



Questions?

If you have questions or concerns about any of these guidelines, reach out to your supervisor. They are there to help you and walk you through any issues you may encounter.

POST-EVENT PROTOCOLS & REPORTING

Event Tear Down Instructions

You should begin tearing down your event 20 minutes prior to the time your shift is scheduled to end. While tearing down, it is important to refer to your event manual regarding what items, if any, can remain on the sales floor even after you leave. Any items not listed must be properly put away or disposed of. Here are general procedures but be sure to always check your event manual for more detail.

1. Unless otherwise specified, take down all signs and other marketing materials except for the permanent signage for the D2D cart. If your event manual does not indicate that you need to store these items, you can discard according to Target disposal procedures.
2. Remove all sampling items from the event cart including the adult beverage products you purchased for sampling, which should be taken must be taken to an FBL (21 years or older) for the Target team to properly dispose of.
 - ☐ Clean pour spout(s) used during the event today by soaking in warm water (do not exceed 104 degrees as it may melt the plastic) in a clean cup for 5 minutes and then rinse it with cold water. Then, quickly dry thoroughly with a paper towel.
 - ☐ Empty the ice bucket and wipe out with sanitizing wipes and then dry with a clean paper towel. Never store wet items in the AB kit caddy.
 - ☐ Store all kit contents in the kit caddy and place the caddy in the designated back-room area; be sure to clean them as needed as outlined above.
 - ☐ Put any merchandised product (un-opened and not purchased) back on its designated shelf, unless your event manual instructs otherwise.
 - ☐ Take all purchased (opened or unopened) product to to an FBL (21 years or older) for the Target team to properly dispose of. Additional information can be found on the following page.
3. Unless otherwise specified in your event manual, merchandise the D2D cart to be left on the floor for the VEE (Virtual Engagement Experience) portion of the event according to your VEE manual.
4. Dispose of all garbage in your store's designated waste area.
5. Using your smart phone or tablet, report against your event appropriately through the AMP app. Remember, from clock-in to clock-out, your shift should be 3.5 hours (210 minutes) unless you are in the State of Alabama. (AL= 2.5 hours demo + 30 min setup/teardown.)

PURCHASED AB PRODUCT DISPOSAL PROCESS

Purchased Alcohol Disposal Process

It's important to properly dispose of all purchased adult beverage product, as some of these items are considered hazardous waste when it comes to disposal. Please see below on instructions for properly disposing of these items.

Disposing of Beer and Wine

- ❑ At the end of each shift, ALL open and unopened containers that were purchased with your Comdata card for sampling purposes must be taken to an FBL (only 21 years or older) for the Target team to properly dispose of.
 - ❑ If there are any questions about the AB disposal process from Store Management, those instructions can be found on Workbench.
- ❑ This process does not apply to any product that was pulled from the shelf for merchandising purposes. This is product that was pulled (but not purchased) for merchandising the D2D cart.



REGULATORY VISITS & CITATION REQUIREMENTS

Regulatory Visits & Escalation Requirements

Because we are a Third Party serving alcoholic beverages to Target Guests, it's likely that you will periodically receive a visit from a regulator that works for an Alcohol Beverage Control Agency. The regulator may or may not announce who they are, but will be observing to ensure we are in compliance with alcohol regulations, such as serving the proper amounts and always checking ID. The regulator may even check to ensure you are properly certified and licensed, as required by the state.

If you receive a visit, letter, or citation that an alcohol violation has occurred, you must immediately stop the event and contact your Supervisor with all details, as well as the nearest Target Store Director. This should always be done within 30 minutes of the incident.

Action Required if Alcohol Violation Occurs:

1. Gather all details including date, time, involved parties' names, specific violation or concerns, and your understanding of the incident.
2. Communicate the incident and all details within 30 minutes to your Supervisor and to the Target Store Director.

Following an incident and the above steps, your Supervisor will help you to understand next steps and any further action required. All violations sent to your supervisor will be sent to and reviewed by the Product Connections' compliance team.

Using your smart phone or tablet, report against your event appropriately through the AMP Mobile application. Remember, the duration of each Stand-Alone event will be 3 hours, but you will report 3 ½ hours on AMP for setup/teardown. Alabama (AL) Stores Only: Due to compliance, AL stores will have a total of 3 hours (2.5-hour demos + 30 min for setup and teardown) If you need additional time, please request your supervisor's approval.