

PRODUCT CONNECTIONS

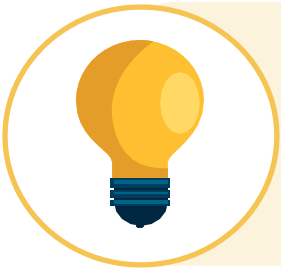
STORE COMMUNICATION TIPS



It is important to maintain your relationships with your Target partners in both the front of the store and the back room. A strong relationship with your Target partners means you are less likely to lose the D2D cart and more likely to get the help you need while in-store, which will lead to better program execution.

Wet Sampling Program Introduction

- Upon arriving at your store, make sure to check in with Guest Service and sign the vendor log. (Look for pages with the Crossmark/Product Connections logo)
- Not sure how to break the ice with your Target Partner? Try using one of the scripts below!

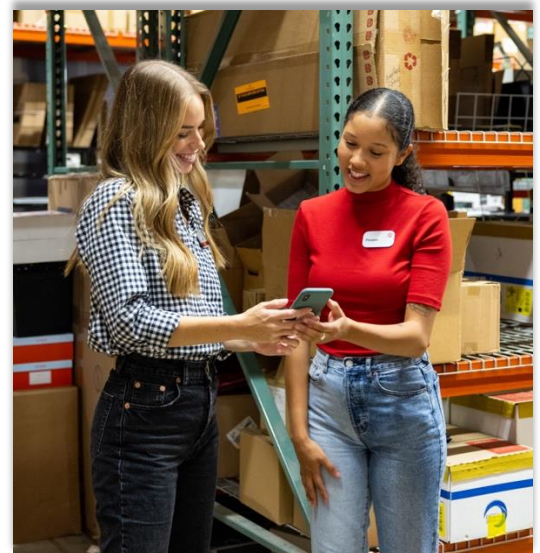


Helpful Tip:

Try smiling when breaking the ice! When you smile, you come across as friendlier, more trustworthy, and even more confident.

At Guest Services:

Hi! My name is _____. I am a brand Ambassador with Product Connections, and we are Target's preferred Adult Beverage sampling agency. Today, we are launching the Adult Beverage (AB) Sampling Program at your store! Can you please direct me to the Food & Beverage Leader so I can introduce myself and the program? Thank you!



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FBL (Food & Beverage Leader):

Hi! My name is _____. I am a brand Ambassador with Product Connections, and we are Target's preferred Adult Beverage sampling agency. Today, we are launching the Adult Beverage (AB) Sampling Program at your store!

You should have received a communication in Workbench, issued by Mallorie Ramirez (Sr. Business Partner - Food & Beverage Operations) with program details. However, I'm happy to share additional information about the program and provide you with the Corporate approval letter. (Show launch and corporate flyers)

PRODUCT CONNECTIONS – WET SAMPLING PROGRAM

Hey there!


We're Product Connections, and we've got some exciting news for you! Starting this year, we'll be kicking off Adult Beverage wet sampling in your store.

We're so thrilled to be launching this in your store and hope you are too! Here are a few details:


- The D2D cart (pictured below) will only be on the salesfloor during the demo event and will be removed the remainder of the weekend.
- A 3-hour wet sampling event will take place on either Friday, Saturday and/or Sunday.
- Our Brand Ambassador will be using the same cart to do wet events that we use for the display.
 - Fun fact: that's why we call it a D2D cart - Display to Demo.
- Our Brand Ambassador will also be storing their wet sampling demo kit in the backroom. They'll work with you to ensure it's in the correct location.
- **Want to know more?** Check Workbench for more detailed information and future updates!

If you have any questions at all, let us know! We've also included an approval letter from Target HQ for your review.


Thank you,
The Product Connections Team
www.productconnections.com



Scan this QR code to see the schedule for your store.



Product Connections' D2D Cart



Date: August 2025

To: Store Director; Food & Beverage Leaders

From: Mallorie Ramirez
Sr. Business Partner - Food & Beverage Operations

Subject: Target Approval – Product Connections In-Store Sampling Adult Beverage Events

Product Connections is leading and staffing an Adult Beverage wet sampling program intended to heighten the in-store experience and drive sales. This program will be executed every weekend with the following schedule:

Friday, Saturday, and/or Sunday: 3-hour live sampling demo on the Product Connections sampling cart. The cart will only be displayed during the demo event and will be removed for the remainder of the weekend.

On these days when the Product Connections Brand Ambassador signs in at Guest Services, they will check in with a Food & Beverage leader and may require brief assistance from them. Target supports this program and requests your cooperation in granting the Brand Ambassadors permission to enter the backroom, access the Sampling Supply Area or designated back-room storage area, and assist with the setup, execution, and teardown of each event as needed. Additionally, Product Connections Brand Ambassadors require access to a 3-compartment sink to wash, rinse, and sanitize sampling equipment. Please support the setup, sampling, execution, and teardown of each event. For additional information, refer to Workbench | Product Connections Adult Beverage Sampling.

Listed here is a brief overview of how you can help support:

- Help the Brand Ambassador locate the best location in-store to place the sampling cart during their demo, usually near the Adult Beverage area.
- Work with the Brand Ambassador to secure space in the backroom near the Adult Beverage area to store the sampling cart, or in the Sampling Supply Area (the space should be easily accessible and not require a forklift or heavy lifting to locate and move the AB sampling cart).
- Communicate with receiving team members that additional product will be sent in for these events and should be accepted in the weeks leading up to each program.
- Assist with printing the price sign for the featured product(s) as requested by the Brand Ambassador.

Thank you for your support and please submit a mysupport or email FoodBeySampling@Target.com with any questions.

Sincerely,
Mallorie Ramirez
Sr. Business Partner – Food & Beverage Operations

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If your D2D cart was shipped to the store:

Hi! Our Wet Sampling Cart was shipped directly to the store. (Show photo of shipping package) It looks like it was received by ____ on XX date.
(Check with your supervisor for shipping confirmation).

I will be assembling the cart today and setting it up with _____ item
(check product(s) as shown in your manual). Where would you like me to
set up my cart for my demo today?



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STORE COMMUNICATION TIPS

Building relationships with your Target Partners

Building relationships with your Target Partners is crucial for a successful, long-term program in your store. Here are some helpful tips:

- To effectively build relationships, get to know your Target Partners!
- Say hello when passing, smile, and use their name.
- Make eye contact, smile, and always have a cheerful greeting.
- Maintain a strong communication flow: your information and feedback matter!
- Be polite, respectful, friendly, and helpful.
- Be respectful of the store and back- room spaces

