IN-STORE SAMPLING EVENT INFORMATION

Project Number	9060176
Project Name	AB-11.13.26-TGT-Recess-Recess Zero Cocktails
Event Date/Hours	November 13-15, 2026

EVENT SETUP CHECKLIST

Event Check-In

- Check in at customer service. If the department manager you spoke to previously is unavailable, ask for another manager who is available for assistance
- Confirm the event location and request a **high traffic area.**
- Shop for half the necessary product before opening, using the debit card per client procedure.

Choose Your Spot

- Set-up in a high traffic area near the product display, if approved.
- Strategically position your cart to maximize visibility but avoid obstructing aisles or exits.
- Adhere to retailer guidelines event setup locations.

Set Up Your Cart

- Take your cart to a high-traffic area.
- Arrange samples, supplies, and signage neatly; display a unit of each featured product.
- Display all required signage

Prepare Samples

- Chill products as necessary
- Follow all instructions to prepare samples. Wash hands and wear gloves before handling all products.
- Set-up a visible trash can and return the shopping cart.

Final Check

- Verify that everything is ready before starting the event
- Ensure the cart is neat and all supplies are readily accessible.
- Photograph your completed set-up, including product display and cart arrangement.

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PRODUCT INFORMATION

Featured Product	Recess Zero Proof Non-Alcoholic 'Tini Party Pack
DPCI	213-12-1740
Size	6pk/12 fl oz
Units to Buy	1
Suggested Sample	See State Regulations
Distribution Goal	100
Supply Method	Purchase in Store

Featured Product	Recess Zero Proof Margarita Mini Pack Non-Alcoholic Cans
DPCI	213-12-1799
Size	8pk/7.5 fl oz
Units to Buy	1
Suggested Sample	See State Regulations
Distribution Goal	100
Supply Method	Purchase in Store

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PRODUCT INFORMATION

If the featured product is out of stock**, purchase one of the following** retailer alternate product in this priority order.

Retailer Alternate Product	California Roots Wine
DPCI	213-00-2819 or 213-00-2820
Size	750ml Bottle
Units to Buy	1
Suggested Sample	See State Regulations
Distribution Goal	100
Supply Method	Purchase in Store

Retailer Alternate Product	Wine Cube Wine
UPC	213-00-1114, 213-00-1115, or 213-00-1694
Size	3L Box
Units to Buy	1
Suggested Sample	See State Regulations
Distribution Goal	100
Supply Method	Purchase in Store

Retailer Alternate Product	Sunpop Wine
DPCI	213-00-0482 or 213-00-1486
Size	750ml Bottle
Units to Buy	1
Suggested Sample	See State Regulations
Distribution Goal	100
Supply Method	Purchase in Store

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EVENT INFORMATION

Wet Kit Supplies

- AB Kit Tote
- Multi-way opener
- 1 oz pour spout
- We ID sign
- Paper Towels
- Cleaning Wipes
- Soufflé Cups
- Trash Can/Liners
- Single-Use Gloves

Items to Bring

- Comdata Card

What to Wear

- White button up shirt
- Black pants
- Black closed-toe shoes
- Name badge
- Black apron

Stay Safe & Clean

- Wear gloves, use sanitizer, and serve samples on napkins or in cups.
- Keep your area clean and dispose of waste properly.

Shopping List

- One (1) Recess Zero Proof Non-Alcoholic 'Tini Party Pack @ $18.99
- One (1) Recess Zero Proof Margarita Mini Pack @ 17.99
- One (1) bag of ice @ 2.50 dollars

Do not exceed $53.33 (including tax)

It's **MANDATORY** to call your supervisor for direction/approval when:

- Unable to activate a wet sampling event
- Damaged or cart not found
- Insufficient inventory for demo
- Comdata card not working
- Another AB demo activating at the store
- Store refusal, FBL's feedback, Regulator visit, any unusual situations

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STATE AB REGULATIONS

Target only allows one total sample per guest. If there are multiple varietals, then the guest must choose only one. This sample is not to exceed 1 oz, though some state regulations limit this further depending on the type of product being sampled. Please refer to the table below for sample size limits.

State	Sample Size Limit			
	Beer	**Wine**	**Spirits**	**Cocktail/ Spirit-based**
Alabama	1 oz	1 oz	1/4 oz	1/4 oz
Arizona	1 oz	1 oz	1 oz	1 oz
California	1 oz	1 oz	1/4 oz	1/4 oz
Colorado	1 oz	1 oz	1/2 oz	1/2 oz
Florida	1 oz	1 oz	1 oz	1 oz
Illinois	1 oz	1 oz	1/4 oz	1/4 oz
Iowa	1 oz	1 oz	1/2 oz	1 oz
Kentucky	1 oz	1 oz	1 oz	1 oz
Louisiana	1 oz	1 oz	1 oz	1 oz
Minnesota	1 oz	1 oz	1/2 oz	1/2 oz
Missouri	1 oz	1 oz	1 oz	1 oz

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STATE AB REGULATIONS

State	Allowable Sample Size			
	Beer	**Wine**	**Spirits**	**Cocktail/ Spirit-based**
Nevada	1 oz	1 oz	1 oz	1 oz
New Hampshire	1 oz	1 oz	1/2 oz	1/2 oz
North Carolina	1 oz	1 oz	1/4 oz	1/4 oz
Oregon	1 oz	1 oz	1/4 oz	1 oz
South Carolina	1 oz	1 oz	1/2 oz	1/2 oz
Texas	1 oz	1 oz	1/2 oz	1/2 oz
Virgina	1 oz	1 oz	1/2 oz	1 oz
Wisconsin	1 oz	1 oz	1/2 oz	1/2 oz

Compliance

- ID each guest before serving them a sample. DO NOT serve samples to minors.
- Pour a sample for guests one at a time. Do not pre-pour any samples. Place the sample on the table for the guest to pick up, do not hand the sample directly to the guest.
- Serve only (1) 1 oz sample per guest even if you are sampling multiple flavors or varietals. If you need to decline a sample to a Target guest, please explain that you are not allowed to serve more than a single educational sample per guest.

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PRODUCT INFORMATION

FEATURED PRODUCT















Cart Signage:

Target





Red Card #1

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SAMPLING INFORMATION

Product Information:

- **'Tini Party Pack:** bold and bubbly martini moment without the hangover. featuring crisp, candy-bright apple 'tini and decadent coffee + vanilla in espresso 'tini. enjoy all the best parts of a night out minus the next-day fog & only 35 calories or less and 5g of sugar.
- **Margarita Mini Pack:**mini "margs" get any party started. spicy, watermelon, strawberry & lime "margarita" are infused with uplifting guayusa & balancing adaptogens. low calorie & only 4g of sugar or less

Sampling Instructions/Recipe:

- Serve chilled

Selling Points:

- made with real ingredients
- 0% ABV
- agave-sweetened
- natural caffeine from guayusa

Conducting the Event:

- **Engage shoppers:** Greet warmly, offer samples, and highlight key benefits.
- **Showcase selling points:** Share features through a brief, engaging story.
- **Answer thoroughly:** Provide clear, accurate responses.
- **Encourage purchase:** Highlight value without pressure.
- **Supervise samples:** Never leave them unattended.

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EVENT TEARDOWN

1. Product Return & Disposal

- **Featured Products:** Return unused products displayed for sale to their designated shelf location. Products used for sampling should be disposed of properly.
- **Leftover Samples:** Follow retailer guidelines for disposal. Never remove leftover products from the store. Confirm proper disposal with the store manager.
- **Packaging & Materials:** Dispose of trash in designated store receptacles, including cups and napkins.

2. Cart and Area Clean-up

- **Cart Cleaning**: Wipe the Cart thoroughly with sanitizing wipes or solution.
- **Area Clean-up**: Ensure the surrounding area is clean and free of debris or spilled products. Use a broom, dustpan, or vacuum cleaner to remove crumbs or spills. Dispose of waste properly and return appliances if applicable.
- **Sanitization**: Clean all surfaces and equipment.

3. Equipment Return

- **Event Kit:** Collect all items from your event kit, ensuring everything is accounted for (check your checklist). Report any missing or damaged items to your supervisor.
- **Retailer Equipment:** Return any borrowed or shared equipment to the store.

4. Final Steps

- Confirm with the manager that everything is cleaned, returned, and disposed of.
- Upload photos, receipts, and signed/stamped form via the QR code.
- Submit your PromoReport through the ES Portal by 10:00 pm the same day of the event to avoid scheduling issues.
  - **PC Engagement Specialists:**
    - Report your event in the ES Portal.
  - **External Engagement Specialists:**
    - Submit your PromoReport here: https://esmyhome.promoworks.com/Portal/IVRScript/Details
- Contact your Field Supervisor with questions.

Reminder: Receipts and event day photos may be requested for up to one year after the event.

Product Connections, Confidential and Proprietary

Date: January 2026

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

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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 in use during the single-day 3-hour sampling event and will no longer remain on the sales floor unattended in between events.

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 FoodBevSampling@Target.com with any questions.

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