

## Execution Accountability Guidelines

In an effort to improve our performance and drive our success with Wakefern, the following accountability processes will be implemented immediately:

Please be aware that the amounts listed in your Training Manual under Demo Shopping List, are only **suggested** amounts. If you run out of sample product prior to the end of the demo, and have spent the amount listed, you are authorized to purchase enough additional products to last to the end of your event. Keep in mind the total amount cannot exceed \$100.

Engagement Specialist cannot multitask and co-mingle personal purchases, while in line for demo purchases. All personal purchases must be a separate transaction at the end of the work day.

- **Execution Date**
  - All demos **MUST** be executed on the **specific date** assigned. If an emergency situation arises, you are to contact the Field Support Team (Hotline #: 1-800-238-9199) immediately.
- **Swipe Policy – Your assignment will follow one of these THREE options...**

|  | <b>SWIPE 1 - START OF DAY</b>                               | <b>SWIPE 2 - BEFORE LUNCH</b>                              | <b>SWIPE 3 - AFTER LUNCH</b>                     | <b>SWIPE 4 - END OF DAY</b>                                     |
|--|---|--|--|---|
| <b>TYPE OF DEMO</b>                      | <b>10:00 AM</b>   | <b>12:15 PM</b>  | <b>12:45 PM</b>                                  | <b>4:00 PM</b>  |
| <b>OPTION A</b>                          | PURCHASE 1 ITEM EACH  | PURCHASE ALL ITEMS   | PURCHASE 1 ITEM EACH                             | PURCHASE ALL REMAINING OPEN                                     |
| PRODUCT & SUPPLY PURCHASE                | OF DEMO SUPPLIES LISTED IN YOUR MANUAL BEFORE STARTING DEMO | COMPLETELY USED TO THIS POINT IN THE DAY INCLUDING PRODUCT | OF DEMO SUPPLIES LISTED IN YOUR MANUAL IF NEEDED | SUPPLY ITEMS AND PRODUCT THAT HAVE NOT BEEN PREVIOUSLY PAID FOR |
| <b>OPTION B</b>                          | PURCHASE 1 ITEM EACH  | NOT APPLICABLE   | PURCHASE 1 ITEM EACH                             | PURCHASE ALL REMAINING OPEN                                     |
| SUPPLY PURCHASE ONLY NO PRODUCT PURCHASE | OF DEMO SUPPLIES LISTED IN YOUR MANUAL BEFORE STARTING DEMO | NO SWIPE NECESSARY   | OF DEMO SUPPLIES LISTED IN YOUR MANUAL IF NEEDED | SUPPLIES THAT HAVE NOT BEEN PREVIOUSLY PAID FOR                 |
| <b>OPTION C</b>                          | PURCHASE 1 PACKAGE OF                                       | NOT APPLICABLE   | NOT APPLICABLE                                   | PURCHASE 1 PACKAGE OF   |
| NO SUPPLY PURCHASE NO PRODUCT PURCHASE   | RAMEN NOODLES BEFORE STARTING DEMO                          | NO SWIPE NECESSARY   | NO SWIPE NECESSARY                               | RAMEN NOODLES AT THE END OF YOUR DAY                            |

### Execution Policy:

- The Field Support Team must be communicated to on any issues that prevent execution **before** the event day
- Product Check Pre-Calls must be completed. You must speak with the **CGO Coordinator** (computer-generated ordering) OR the **Scanning Coordinator** at the store.
- Product purchase completion/proper use of gift card
- Event Execution Completed on Scheduled/Contracted Day
- Event Calls **MUST** be completed by Midnight on the day of the event
- Accurate Completion and on time Mailing of Paperwork

### Accountability Process:

In cases where agents have multiple occurrences of execution issues, the following will occur:

- The first occurrence of an execution issue will result in a verbal notice from the Project Staffing Coordinator and/or Area Manager.
- A second occurrence of an execution issues will result in receiving an IC Assessment which will be filed (written documentation of performance issue).
- A third occurrence of an execution issue will mandate a 30-day probationary period and may result in termination of contract.
  - If a probationary period applies, any additional occurrence of an execution issue will result in immediate termination of contract.



- Atlanta
- Baltimore
- Battle Creek
- Bentonville
- Boise
- Calgary
- Chicago
- Cincinnati
- Dallas
- Denver
- Hartford
- Houston
- Los Angeles
- New York
- Orlando
- Philadelphia
- Phoenix
- Pleasanton
- Portland
- Sacramento
- Salt Lake City
- Seattle

## Zero Tolerance - Shoplifting or Theft

Events involving shoplifting or theft of store items in connection with the performance of a product demonstration have caused both our clients and our Company serious concern. Shoplifting is stealing whether it involves a store item unrelated to the product demonstration or excess product from a sampling event, regardless of value. Clients have reaffirmed their intention to take aggressive action against offenders, and we support such action.

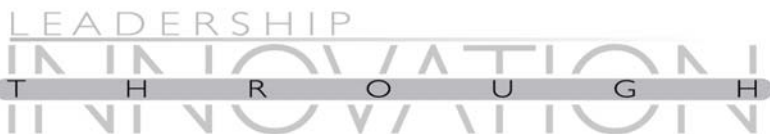
This notification is being provided to you as an incumbent engagement specialist to put you on notice of this policy and its importance to you, our clients and our Company. Our policy with respect to shoplifting or theft, whether deliberate or unintentional, while performing an event obtained through our Company, is to fully cooperate with any criminal prosecution of the individual involved, as the law requires.

Additionally, to highlight the importance of this issue, we have amended all relevant documents to emphasize the fact that by accepting offers of work obtained through our Company you are agreeing to indemnify the Company against liabilities arising out of your acts or omissions while performing a client project you obtain through us.

This includes any liability we incur as a result of a client imposing on our Company a financial sanction or penalty resulting from your actions if it is determined that you have engaged in shoplifting or other forms of theft in connection with the performance of a product demonstration event. Such fines have amounted to \$1000 or more and any event specialist proven to have stolen or shoplifted will be responsible for reimbursing the Company. The Company reserves the right to pursue all options at its disposal to recover any amount due.

Your compliance with this policy is a condition of your continued Independent Contractor relationship with our Company.

Senior Management



300 North Martingale Road · Schaumburg, IL 60173  
847-310-2600 · fax 847-310-2663

# **ALLERGEN INFORMATION:**



**NUTELLA HAZELNUT SPREAD  
CONTAINS NUTS!!!**

**PLEASE READ PACKAGE  
INGREDIENT LIST FOR MOST UP  
TO DATE PRODUCT INFORMATION.**



# Event Instructions

## 7530407 - 9/14 NYC Wine & Food Festival Program #2



Please refer to the event time that was given by your scheduler.

### FEATURED PRODUCT(S)

| PRODUCT   | UPC CODE     | RETAILER CODE | # UNITS TO BUY | SUGGESTED SAMPLE       | DISTRIBUTION GOAL | SAMPLES OBTAINED VIA |
|---|--------------|---------------|----------------|------------------------|-------------------|----------------------|
| California Olive Ranch - Extra Virgin Olive Oil (16.9oz)                | 085068710005 | 010620876     | 1              | drizzle on bread slice | 50                | Purchased at Store   |
| Ghirardelli Squares - 60% Dark Chocolate (5.25oz)                       | 074759930655 | 010016255     | 1              | 1 square               | 25                | Purchased at Store   |
| Ghirardelli Squares - Caramel & Milk Chocolate (5.32oz)                 | 074759930651 | 010015576     | 1              | 1 square               | 25                | Purchased at Store   |
| Progresso Artisan Soup - CHK BLK BRLY (17oz)                            | 004119640702 | 010824349     | 1              | 1.5oz                  | 10                | Purchased at Store   |
| Progresso Artisan Soup - Creamy Potato with Sausage & Kale (17oz)       | 004119640701 | 010824365     | 1              | 1.5oz                  | 10                | Purchased at Store   |
| Progresso Artisan Soup - Creamy Tomato with Roasted Red Pepper (17.2oz) | 004119640698 | 010824323     | 1              | 1.5oz                  | 10                | Purchased at Store   |
| Progresso Artisan Soup - Rustic Tomato with Chicken & Dumplings (17oz)  | 004119640695 | 010824331     | 1              | 1.5oz                  | 10                | Purchased at Store   |
| Progresso Artisan Soup - Smoky White Bean & Winter Vegetables (17oz)    | 004119640697 | 010824373     | 1              | 1.5oz                  | 10                | Purchased at Store   |
| Blue Dragon Stir Fry Sauce - Broccoli Beef (3.4oz)                      | 071146450630 | 315687687     | 1              | 1 tablespoon portion   | 25                | Purchased at Store   |

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|   |              |           |   |                               |    |                    |
|---|--------------|-----------|---|-------------------------------|----|--------------------|
| Blue Dragon Stir Fry Sauce - General Tao (3.9oz)    | 071146450631 | 315687269 | 1 | 1 tablespoon portion          | 25 | Purchased at Store |
| Gina Rispoli Sauce - Marinara (25oz)                | 007023430415 | 315741716 | 1 | 1oz                           | 25 | Purchased at Store |
| Gina Rispoli Sauce - Vodka (25oz)                   | 007023430450 | 315741724 | 1 | 1oz                           | 25 | Purchased at Store |
| Maille - Cornichons (14oz)                          | 004364621038 | 315670444 | 1 | 1 cornichon                   | 25 | Purchased at Store |
| Maille - Original Dijon Mustard Squeeze (9.7oz)     | 004364651018 | 315620083 | 1 | small amount on pretzel       | 25 | Purchased at Store |
| Nutella - Hazelnut Spread (26.5oz)                  | 000980089525 | 315840421 | 1 | dollop spread on banana slice | 50 | Purchased at Store |
| ShopRite Imported Pasta Sauce - Napolitano (19.7oz) | 004119004961 | 315960653 | 1 | 1oz                           | 25 | Purchased at Store |
| ShopRite Imported Pasta Sauce - Parmesan (19.7oz)   | 004119004962 | 315960661 | 1 | 1oz                           | 25 | Purchased at Store |

| SUBSTITUTE PRODUCT  | UPC CODE     | RETAILER CODE |
|---|--------------|---------------|
| California Olive Ranch - Extra Virgin Olive Oil (25.4oz)  | 085068710400 | 010620884     |
| California Olive Ranch - Extra Virgin Olive Oil (33.8oz)  | 085068710031 | 010620915     |
| Ghirardelli Squares - Raspberry & Dark Chocolate (5.32oz) | 074759930653 | 010015518     |
| Ghirardelli Squares - Shipper Info (264ct)                | 000000000000 | 010019669     |
| Ghirardelli Squares - Shipper Info (75ct)                 | 000000000000 | 010024355     |

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|   |              |           |
|---|--------------|-----------|
| Progresso Artisan Soup - MSL<br>BTRNT SQ (17.2oz)       | 004119640699 | 010824357 |
| Progresso Artisan Soup -<br>Shipper Info                | 000000000000 | 010828945 |
| Blue Dragon Stir Fry Sauce -<br>Chow Mein (3.6oz)       | 071146450632 | 315687598 |
| Blue Dragon Stir Fry Sauce -<br>Shipper Info (48ct)     | 000000000000 | 315689558 |
| Blue Dragon Stir Fry Sauce -<br>Szechuan Pepper (3.7oz) | 071146450633 | 315687611 |
| Gina Rispoli Sauce - Creamy<br>Parmesan (25oz)          | 007023430458 | 315741708 |
| Maille - Honey Mustard (8.1oz)                          | 004364620400 | 315620902 |
| Maille - Horseradish Mustard<br>(7.2oz)                 | 004364666705 | 315620669 |
| Maille - Mustard - Shipper Info<br>(48ct)               | 000000000000 | 315624566 |
| Maille - Old Style Mustard<br>(7.3oz)                   | 004364620758 | 315620889 |
| Maille - Rich Country Dijon<br>Mustard (7oz)            | 004364646101 | 315620685 |
| Nutella - Hazelnut Spread -<br>Shipper Info (72ct)      | 000000000000 | 315849653 |

| COUPON(S)   | COUPON DESCRIPTION  | DISTRIBUTION GOAL |
|---|---|-------------------|
| Grocery : Ghirardelli; California<br>Olive Ranch; Progresso | CALIFORNIA OLIVE RANCH coupons, \$1 off 1, exp.<br>12/31/13 | 50                |
| Grocery : Ghirardelli; California<br>Olive Ranch; Progresso | PROGRESSO coupons, \$.75 off 1, exp. 11/30/13               | 65                |

## PRODUCT FEATURES AND BENEFITS/SELLING POINTS

Actively engage consumers as they walk by and convey the following features and benefits for each product.

| Product Name   | Product Features Benefits / Selling Points   |
|--|--|
| <p><b>Grocery Service : Nutella; Maille; Blue Dragon; Gina Rispoli; ShopRite</b></p> | <ul style="list-style-type: none"> <li>• <b>NUTELLA:</b> The unique taste of Nutella hazelnut spread continues to come from the combination of roasted hazelnuts, skim milk and a hint of cocoa. In addition, Nutella has no artificial colors or preservatives.</li> <li>• <b>MAILLE:</b> The essential gherkin, a combination of incomparable crispiness, subtle and balanced flavors for an intense taste. #1 brand of imported mustard in the US. Use a special seed crushing process for smoother consistency.</li> <li>• <b>BLUE DRAGON:</b> All natural sauces with authentic Asian ingredients and trendy flavors. Lower in sodium vs. competitors. Favorite Asian meals done simple, healthy and easy.</li> <li>• <b>GINA RISPOLI:</b> This full bodied and delicious line of pasta sauces was developed to meet the preference of those who prefer a richer, heartier tomato flavor and consistency.</li> <li>• <b>SHOPRITE:</b> Great tasting imported pasta sauce varieties to choose from!</li> </ul> |
| <p><b>Grocery : Ghirardelli; California Olive Ranch; Progresso</b></p>               | <ul style="list-style-type: none"> <li>• <b>GHIRARDELLI:</b> Take time to slow down and feel yourself melt with each bite. Savor the luxuriously rich flavors surrounding your senses. A sophisticated everyday indulgence.</li> <li>• <b>CLAIFORNIA OLIVE RANCH:</b> Their Extra Virgin Olive Oil has floral, buttery and fruity aromas. Smooth flavor with hints of green apple. Versatile - great for baking, sautéing, and everyday uses.</li> <li>• <b>PROGRESSO:</b> A new line of premium carton soups from Progresso. 5 unique flavors crafted with simple, high quality, yet unique ingredients by the Progresso chefs.</li> </ul>  |

## KIT CONTENTS

|                               |   |                      |                     |
|-------------------------------|---|----------------------|---------------------|
| ♦ 1 Gift Card Activation Form | ♦ 1 Paperwork (version noted on manifest) | ♦ 1 PromoReport Form | ♦ 1 Training Manual |
|-------------------------------|---|----------------------|---------------------|

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## KIT CONTENTS Continued

- ♦ 1 California Olive Ranch info sheet
- ♦ 75 California Olive Ranch recipe cards #3
- ♦ 65 Coupon: Grocery : Ghirardelli; California Olive Ranch; Progresso: PROGRESSO coupons, \$.75 off 1, exp. 11/30/13
- ♦ 1 California Olive Ranch instruction sheet
- ♦ 1 California Olive Ranch table sign
- ♦ 75 California Olive Ranch recipe cards #1
- ♦ 1 ShopRite NYC W&F easel card
- ♦ 75 California Olive Ranch recipe cards #2
- ♦ 50 Coupon: Grocery : Ghirardelli; California Olive Ranch; Progresso: CALIFORNIA OLIVE RANCH coupons, \$1 off 1, exp. 12/31/13



# SHOPPING LIST

All substitutions must be approved by calling 1-800-238-9199.

- |  |  |   |   |
|--|--|---|---|
| ♦ 1 Acme Int. Baking Cups<br>50ct UPC:007289870124                           | ♦ 1 Diamond SQ. Toothpicks<br>250ct UPC:004878941150                       | ♦ 1 EZ Foil Loaf Pans 5ct<br>UPC:007048593835                           | ♦ 1 of Blue Dragon Stir Fry<br>Sauce - Broccoli Beef                        |
| ♦ 1 of Blue Dragon Stir Fry<br>Sauce - General Tao                           | ♦ 1 of California Olive Ranch<br>- Extra Virgin Olive Oil                  | ♦ 1 of Ghirardelli Squares -<br>60% Dark Chocolate                      | ♦ 1 of Ghirardelli Squares -<br>Caramel & Milk Chocolate                    |
| ♦ 1 of Gina Rispoli Sauce -<br>Marinara                                      | ♦ 1 of Gina Rispoli Sauce -<br>Vodka                                       | ♦ 1 of Maille - Cornichons  | ♦ 1 of Maille - Original Dijon<br>Mustard Squeeze                           |
| ♦ 1 of Nutella - Hazelnut<br>Spread  | ♦ 1 of Progresso Artisan<br>Soup - CHK BLK BRLY                            | ♦ 1 of Progresso Artisan<br>Soup - Creamy Potato with<br>Sausage & Kale | ♦ 1 of Progresso Artisan<br>Soup - Creamy Tomato with<br>Roasted Red Pepper |
| ♦ 1 of Progresso Artisan<br>Soup - Rustic Tomato with<br>Chicken & Dumplings | ♦ 1 of Progresso Artisan<br>Soup - Smoky White Bean<br>& Winter Vegetables | ♦ 1 of ShopRite Imported<br>Pasta Sauce - Napolitano                    | ♦ 1 of ShopRite Imported<br>Pasta Sauce - Parmesan                          |
| ♦ 1 SR Napkins 250ct<br>UPC:004119001744                                     | ♦ 1 SR Pretzel Sticks 16oz<br>UPC:004119057555                             | ♦ 1 SR Whole Green Beans<br>16oz UPC:004119040338                       | ♦ 2 Fresh Bake French Bread<br>16oz UPC:020850000000                        |
| ♦ 2 SR 3oz Plastic Cups<br>100ct UPC:004119001626                            | ♦ 2 SR 6" Paper Plates 100ct<br>UPC:004119000466                           | ♦ 2 SR Plastic Forks 24ct<br>UPC:004119045653                           | ♦ 2 SR Plastic Spoons 24ct<br>UPC:004119045654                              |

**Do not exceed \$98.00 (including tax).**

## WHAT TO WEAR

Please comply with Retailer/Agency approved, standard uniform unless otherwise noted in the Special Instructions in this Manual.

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## WHAT TO BRING

### Bring the following items to your event:

Aprons, Cooler, Cutting Board, Demo Kit, Demo Table, Extension Cord, Gift Card, Pen, PromoReport Form, Training Manual, Uniform, -  
Serving trays

- Spread knife
- Cutting knife
- Bread knife
- Ladle
- Spatula
- Tablespoons
- Fork
- Tongs
- Bread bowl with lid
- Colander
- Scissors, Any Agency Provided Signage, and Waste Basket

### Required Appliance:

Electric Skillet

Examine appliances to make certain all electrical and extension cords are in good repair and appliance is cleaned and sanitized.

## SPECIAL INSTRUCTIONS

***A successful event is engaging and educating shoppers through sampling/demonstrating the featured product(s) resulting in the purchase of the product today and in the future.***

During your pre-call, ask for the CGO coordinator or the Scanning Coordinator and have item codes/UPC codes in hand to recite to that individual. Contact your agency immediately if products are not available.

## EVENT INSTRUCTIONS

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## SAMPLE PREPARATION / EVENT TIPS

SEE ATTACHED EVENT INSTRUCTIONS - SAMPLE PREPARATION/EVENT TIPS.

### PRIOR TO EVENT

- Read and understand all the information in this packet.
- Review your kit contents for accuracy.
- Conduct your pre-call to the store **24 Hours** before your event and verify with the receiving clerk that the product would be available the day of the event. If you receive a negative response contact your agency scheduler/Project Staffing Coordinator to reschedule the event.
- If event requires a debit card / gift card purchase, please activate your debit card the day before your event.

### EXECUTING THE EVENT

- Check in with the retailer required manager (e.g. Customer Service Manager/Store or Department Manager) describing your event and ask to set up in a high traffic area near your product.
- Verify there is adequate inventory of the product(s) involved in your project and, if applicable, report beginning inventory on your PromoReports Form. Contact your agency with any product concerns.
- Look for a secondary display of **Grocery : Ghirardelli; California Olive Ranch; Progresso, Grocery Service : Nutella; Maille; Blue Dragon; Gina Rispoli; ShopRite**. If located, please set up your table near this display, with manager approval.
- If Extension Cord is in the Customer Traffic area, tape cords to the floor to prevent tripping.

### POST EVENT

- Clean up, breakdown your table and leave your area as you found it.
- Discard any manuals or POS material in a trash or recycling (if available and appropriate) receptacle and destroy any remaining coupons or leave with a Store Manager (pending the retailer requirements).

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## POST EVENT Continued

- Do not leave the store with coupons or sample product.** Store Management may check your cooler/box/cart before you leave the store.
- Complete PromoReports Form and obtain a store stamp and a manager's signature.
- Verify the ending inventory of the product(s) sampled and, if applicable, please report this number on your PromoReports Form.
- Enter your event results once you have completed your event. Follow the instructions on your PromoReports Form for call in or on-line entry.
- Mail your paperwork immediately after reporting your results. You will be mailing the following:
  - ◆ Original event PromoReports Form
  - ◆ Additional report forms (i.e. Learning Center Form, Client Reports Forms, etc.) if applicable to your program
  - ◆ Original time invoice (must have original signature)
  - ◆ Make copies of your receipt on an 8 1/2 by 11 piece of paper and submit the entire page with your paperwork. Retain the original for your records.

### NOTE:

Please follow standard safety/health procedures when conducting your event. Do not distribute samples to children. Hand the sample to the parent or guardian to give to the child.

### ALLERGY WARNING:

We encourage consumers to check the ingredient statement on each package of the product they sample for the most up-to-date information on the ingredients contained in that product. **If your kit contains documents regarding allergy warnings this must be displayed.**

### PROJECT SPECIFIC WARNING:

\*\*\*NUTELLA HAZELNUT SPREAD CONTAINS NUTS!!!\*\*\*

There are no specific allergies listed for this project. We encourage consumers to check the ingredients on each package of the product they sample for the most up-to-date information on the ingredients contained in that product.

**Please recycle your consumer engagement materials when possible.**

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## **EVENT INSTRUCTIONS - SAMPLE PREPARATION/EVENT TIPS:**

### **7530407 - TO SET UP FOR THE NYC WINE & FOOD FESTIVAL PROGRAM #2:**

- Make sure you follow OPTION A as detailed in your "How to Use Your ShopRite Gift Card" & "Execution Accountability Guidelines" documents when executing this event
- Save packages of additional products and supplies needed for sampling and pay for them at the appropriate times of the day
- Keep receipts with the empty packages for proof of purchase
- Obtain ice and food handler gloves from the APPY/Food Service department
- Keep perishable items cold in an ice chest until ready to use
- Set up near the product to be sampled
- Keep area neat and clean, making sure that trash never overflows
- Make a display of the products on your table
- Tape down extension cord if exposed

### **KEY FESTIVAL TALKING POINTS:**

- Food Network NEW YORK CITY WINE & FOOD FESTIVAL presented by Food & Wine. EAT. DRINK. END HUNGER.
- Celebrating the Grand Brands of the GRAND TASTING presented by ShopRite at the NEW YORK CITY WINE & FOOD FESTIVAL at Pier 94 on October 17th through 20th, 2013
- For additional New York City Wine & Food Festival visit [www.nycwff.org](http://www.nycwff.org)

### **FOR ALL ITEMS LISTED BELOW:**

- Serve with napkin and plastic spoon/fork when applicable
- Remind consumers to cleanse with Antibacterial Wipes
- Serve only fresh samples; discard samples that have become old
- Recite Key Selling Points
- Offer product coupons, recipe cards, etc. when applicable
- Alternate varieties when applicable

### **FROM 10AM TO 12PM:**

Nutella Hazelnut Spread (ALLERGEN ALERT - WHEN SAMPLING THE NUTELLA, PLEASE USE SEPERATE HANDLING GLOVES & KNIFE IN ORDER TO NOT CROSS CONTAMINATE WITH OTHER NON NUTELLA ITEMS.):

- Spread a small dollop of Nutella Hazelnut Spread onto a pretzel stick
- Place a Nutella pretzel stick sample into baking cups and onto serving tray

#### Gina Rispoli Sauce:

- Cut the French bread into ½ inch slices & place into a bowl
- Pour 1 inch of water into an electric skillet
- Place two aluminum loaf pans on top of the water in the electric skillet and set heat to medium/high setting
- Add 1 jar of different Gina Rispoli Sauce to each of the loaf pans and heat until warm; stir occasionally
- After the Gina Rispoli Sauces are heated, turn the electric skillet to a low setting; continue to stir occasionally
- As consumer approach the demo table, offer them a Gina Rispoli Sauce choice
- Ladle/spoon 1oz of Gina Rispoli Sauce into the 3oz plastic cup and place on serving tray
- Offer consumers a slice of French bread to dip into their Gina Rispoli Sauce sample

#### **FROM 12PM TO 2PM:**

#### Progresso Artisan Soup:

- Pour 1 inch of water into an electric skillet
- Place two aluminum loaf pans on top of the water in the electric skillet and set heat to medium/high setting
- Add 1 carton of different Progresso Artisan Soup to each of the loaf pans and heat until warm; stir occasionally
- After the Progresso Artisan Soup are heated, turn the electric skillet to a low setting; continue to stir occasionally
- As consumer approach the demo table, offer them a Progresso Artisan Soup choice
- Ladle/spoon 1oz of Progresso Artisan Soup into the 3oz plastic cup and place on serving tray

#### ShopRite Imported Pasta Sauce:

- Cut the French bread into ½ inch slices & place into a bowl
- Pour 1 inch of water into an electric skillet
- Place two aluminum loaf pans on top of the water in the electric skillet and set heat to medium/high setting
- Add 1 jar of different ShopRite Imported Pasta Sauce to each of the loaf pans and heat until warm; stir occasionally
- After the ShopRite Imported Pasta Sauces are heated, turn the electric skillet to a low setting; continue to stir occasionally
- As consumer approach the demo table, offer them a ShopRite Imported Pasta Sauce choice



- Ladle/spoon 1oz of ShopRite Imported Pasta Sauce into the 3oz plastic cup and place on serving tray
- Offer consumers a slice of French bread to dip into their ShopRite Imported Pasta Sauce sample

Ghirardelli Squares:

- Place fully wrapped Ghirardelli Squares onto serving tray
- Offer consumers a square sample

**FROM 2PM TO 4PM:**

California Olive Ranch Extra Virgin Olive Oil:

- Cut the French bread into ½ inch slices & place into a bowl
- Place a bread slice onto paper plates & drizzle with California Olive Ranch Extra Virgin Olive Oil

Maille Cornichons & Dijon Mustard:

- Spear a Maille Cornichons with a toothpick and place it onto a paper plate
- Place a pretzel onto the paper plate next to the cornichon and squirt a small amount of Maille Dijon Mustard onto the pretzel stick

Blue Dragon Stir Fry Sauce (Defrost the frozen green beans at the beginning of the day so they are ready to use at 2pm. Discard defrosted water before using in electric skillet.):

- Add a few tablespoons of California Olive Ranch Extra Virgin Olive Oil to the electric skillet and preheat on medium/high heat
- Add green beans to electric skillet and heat until warmed through
- Add Blue Dragon Stir Fry Sauce and heat according to package instructions
- After fully heated, place 2 green beans with Blue Dragon Stir Fry Sauce onto paper plates



- #1 brand of imported mustard in the US
- Maille uses a special seed-crushing process that creates a smoother consistency than the other Dijon competitors, which offer a grainier product.
- Due to its recipe, Maille mustard also offers a unique bitterness unequaled by its competitors.

➤ Special flavors:

○ **Dijon Originale** – 260 years of mustard-making expertise stand behind the finesse and flavor of this outstanding mustard. It goes brilliantly with all types of food – meat, fish, cooked or raw vegetables – and is a welcome addition to dressings and sauces.  
*Now available ALL NATURAL*



○ **Old Style** - To make this old-fashioned mustard, mustard seeds and white wine are blended into a rich, fruity delicately-scented paste. It is characterized by its crunchy seeds and pungent flavor, this mustard is delicious with cheese and seafood, as well as in sauces and dressings.



○ **Rich Country Dijon** has a refined and subtle taste from a combination of high-quality ingredients such as white wine, cinnamon and ginger. It has a generous texture that adds exciting flavors to cooking, and is a delicious accompaniment to meat and fish.



○ A unique combination of sweetness and spice, **Honey Dijon** blends Maille Dijon Originale with genuine honey – a refined flavor to enhance any meal.

○ **Dijon with Horseradish** has a hot peppery flavor that can provide a delicate balance to sweet taste. It is powerful yet possesses a fine and subtle texture. Use on meats and grilled foods, as well as in dressings.





# MAILLE®

MAISON FONDÉE EN 1747

| ITEM NO                  | DESCRIPTION   | CSPK | Net Weight/Unit<br>(oz.) | UPC CODE             | CASE             |          |          |          |           | PALLET |    |           | UNIT     |          |          |
|--------------------------|---|------|--------------------------|----------------------|------------------|----------|----------|----------|-----------|--------|----|-----------|----------|----------|----------|
|                          |   |      |                          |                      | Gross C's Weight | L (inch) | W (inch) | H (inch) | Cubic Ft. | TI     | HI | CS/pallet | L (inch) | W (inch) | H (inch) |
| <b>MAILLE - Mustards</b> |   |      |                          |                      |                  |          |          |          |           |        |    |           |          |          |          |
| 91019                    | HORSERADISH   | 6    | 7.2 oz                   | 0 43646 -667053      | 5                | 8.30     | 5.50     | 3.94     | 0.1041    | 39     | 10 | 390       | 2.68     | 2.68     | 3.82     |
| 91007/6PK                | HONEY DIJON (jar)                                       | 6    | 8 oz                     | 0 43646 -204005      | 4.99             | 8.27     | 5.51     | 3.94     | 0.1038    | 39     | 10 | 390       | 2.68     | 2.68     | 3.82     |
| 91017/6PK                | RICH COUNTRY DIJON                                      | 6    | 7.0 oz                   | 0 43646 -461019      | 5                | 8.27     | 5.51     | 3.94     | 0.1038    | 39     | 10 | 390       | 2.68     | 2.68     | 3.82     |
| 91004/6PK                | TRADITIONAL DIJON ORIGINALE (jar)                       | 6    | 13.4 oz                  | 0 43646 -201370      | 7.9              | 9.72     | 6.57     | 4.69     | 0.1733    | 28     | 11 | 308       | 3.19     | 3.19     | 4.49     |
| 91008/6PK                | OLD STYLE WHOLE GRAIN DIJON (jar)                       | 6    | 7.3 oz                   | 0 43646 -207587      | 5                | 8.27     | 5.51     | 4.25     | 0.1121    | 39     | 10 | 390       | 2.68     | 2.68     | 3.82     |
| 91009/6PK                | TRADITIONAL DIJON ORIGINALE (jar)                       | 6    | 7.5 oz                   | 0 43646 -201288      | 5                | 8.27     | 5.51     | 3.94     | 0.1038    | 39     | 10 | 390       | 2.68     | 2.68     | 3.82     |
| 91022                    | ALL NATURAL ORIGINAL DIJON                              | 6    | 7.5 oz                   | 0 43646 -104824      | 5                | 8.27     | 5.51     | 3.94     | 0.1038    | 39     | 10 | 390       | 2.68     | 2.68     | 3.82     |
| <b>MAILLE - Shippers</b> |   |      |                          |                      |                  |          |          |          |           |        |    |           |          |          |          |
| 85100                    | DIJON ORIGINALE (jar) (shipper)                         | 48   | 0                        | SCC:0 43646 -85100 1 | 47               | 26.00    | 22.63    | 7.13     | 2.4255    | 2      | 6  | 12        | 16.50    | 13.50    | 58.50    |
| 85200                    | DIJON ORIGINALE - 24 and OLD STYLE - 24 (jar) (shipper) | 48   | 0                        | SCC:0 43646 -85200 8 | 47               | 26.00    | 22.63    | 7.13     | 2.4255    | 2      | 6  | 12        | 16.50    | 13.50    | 58.50    |

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Updated: 07/08/13





➤ Maille Cornichons – the essential gherkin, a combination of incomparable crispness and subtle and balanced flavors for an intense taste

| ITEM NO                    | DESCRIPTION | CS PK | Net Weight / Unit (oz.) | UPC CODE         | CASE            |          |          |          |           | PALLET |    |             | UNIT     |          |          |
|----------------------------|-------------|-------|-------------------------|------------------|-----------------|----------|----------|----------|-----------|--------|----|-------------|----------|----------|----------|
|                            |             |       |                         |                  | Gross Cs Weight | L (inch) | W (inch) | H (inch) | Cubic Ft. | TL     | HI | CS / pallet | L (inch) | W (inch) | H (inch) |
| <b>MAILLE - Cornichons</b> |             |       |                         |                  |                 |          |          |          |           |        |    |             |          |          |          |
| 91010                      | CORNICHONS  | 12    | 7.5 oz                  | 0 43646 - 210389 | 16.5            | 12.20    | 9.45     | 5.12     | 0.34      | 14     | 8  | 112         | 2.95     | 2.95     | 5.12     |



All natural sauces with authentic Asian ingredients and trendy flavors!

Lower in sodium vs leading competitors

Favorite Asian meals done simple, healthy and easy!

All New!



Broccoli Beef Stir Fry – a rich blend of ginger, garlic and sesame oil



General Tao – a sweet and spicy blend of rice vinegar, sake, soy sauce and hot oil



Chow Mein – a rich blend of onions, soy sauce and spices



Szechuan Pepper – a rich blend of tomatoes, Szechuan pepper and chili flakes

| ITEM NO            | DESCRIPTION                           | CS PK | Net Weight / Unit (oz) | UPC CODE       | CASE           |          |          |          |           | PALLET |    |            | UNIT     |          |          |
|--------------------|---------------------------------------|-------|------------------------|----------------|----------------|----------|----------|----------|-----------|--------|----|------------|----------|----------|----------|
|                    |                                       |       |                        |                | Case Ct Weight | L (inch) | W (inch) | H (inch) | Cubic Ft. | Tl     | Hl | CS /pallet | L (inch) | W (inch) | H (inch) |
| <b>BLUE DRAGON</b> |                                       |       |                        |                |                |          |          |          |           |        |    |            |          |          |          |
| BD020380           | SWEET & SOUR STIR FRY SAUCE Jar       | 6     | 8.5 oz                 | 7 11464-506204 | 7.05           | 7.48     | 4.88     | 7.56     | 0.16      | 48     | 7  | 336        | 7.09     | 2.36     | 2.36     |
| BD020381           | HONEY TERIYAKI STIR FRY SAUCE Jar     | 6     | 8.5 oz                 | 7 11464-506211 | 7.05           | 7.48     | 4.88     | 7.56     | 0.16      | 48     | 7  | 336        | 7.09     | 2.36     | 2.36     |
| BD020382           | BROCCOLI BEEF STIR FRY SAUCE Sachet   | 12    | 3.4 oz                 | 7 11464-506303 | 3.53           | 8.66     | 4.53     | 5.32     | 0.12      | 49     | 9  | 441        | 5.59     | 4.33     | 0.59     |
| BD020383           | GENERAL TAO STIR FRY SAUCE Sachet     | 12    | 3.9 oz                 | 7 11464-506310 | 3.53           | 8.66     | 4.53     | 5.32     | 0.12      | 49     | 9  | 441        | 5.59     | 4.33     | 0.59     |
| BD020384           | CHOW MEIN STIR FRY SAUCE Sachet       | 12    | 3.6 oz                 | 7 11464-506327 | 3.53           | 8.66     | 4.53     | 5.32     | 0.12      | 49     | 9  | 441        | 5.59     | 4.33     | 0.59     |
| BD020385           | SZECHUAN PEPPER STIR FRY SAUCE Sachet | 12    | 3.7 oz                 | 7 11464-506334 | 3.53           | 8.66     | 4.53     | 5.32     | 0.12      | 49     | 9  | 441        | 5.59     | 4.33     | 0.59     |
| BD020386           | PAD THAI STIR FRY SAUCE Sachet        | 12    | 3.4 oz                 | 7 11464-506341 | 3.53           | 8.66     | 4.53     | 5.32     | 0.12      | 49     | 9  | 441        | 5.59     | 4.33     | 0.59     |

# How to Use Your ShopRite Gift Card



## ShopRite Supermarkets

- ShopRite is a retailer cooperative that consists of 235+ stores in 6 different states- owned by 46 Member Groups. Each of these member groups has its own policies and procedures in place in regards to sampling demonstrations and Gift Card utilization. You must familiarize yourself with all regulations on a store by store basis. Please adhere to these policies at all times, if you have any issues with regards to these policies please notify your immediate supervisor for correction.

## Important information regarding your ShopRite Gift Card utilization.

- If any unauthorized purchase is made using the ShopRite Gift Card, **the entire fraudulent balance will be the responsibility of you**, the agent. Only purchase the materials and quantity of materials authorized in your event training manual **"DEMO SHOPPING LIST"**.

## If your ShopRite Gift Card is lost or stolen?

- You are responsible for any and all purchases made using your ShopRite Gift Card. So keep the card in a safe place! You will be using it frequently. In the event the card is misplaced or stolen, please **contact your agency supervisor immediately**. Your agency will then see to it that your card is deactivated\* and a new card issued.
- \*Once a gift card has been deactivated, it cannot be reactivated again.

## Day of Demo, Before Arriving to the Store

Activate your Gift card by calling **1-888-600-2343**.

This will activate your card with the funds needed for your event.

When you call, have the following information located in the box below:

- Project #
- Store #
- Promo Report Code
- Store's Zip Code
- Month you are scheduled to work
- Day you are scheduled to work
- Your personnel number
- Last 9 digits of your ShopRite Gift Card

### Back of ShopRite Gift Card

This card has a monetary value determined at the time it is activated. Present this card to the cashier at the time of purchase and the card's available balance will be applied to your purchase total. If the current value of the card exceeds your purchase total, the remaining balance will be retained on the card. This card can be used only for purchases of merchandise and services at any ShopRite Supermarket or Pharmacy. It cannot be used in ShopRite Liquor stores. This card cannot be redeemed for cash or gift certificates. Unused balance of lost or stolen cards will not be replaced without proof of purchase. Except where prohibited by law, by activating or using this card the purchaser and any subsequent holder or user agree that if this card remains inactive for 24 consecutive months, ShopRite will charge a monthly service fee of \$2.00 against the remaining balance until the card is reused or the balance is depleted.

7000 0 0615 1699 9



Questions or Balance Inquiries visit any ShopRite Store or Call 1-800-SHOPRITE

WK050AM0323 199

|  | SWIPE 1 - START OF DAY                                      | SWIPE 2 - BEFORE LUNCH                                     | SWIPE 3 - AFTER LUNCH                            | SWIPE 4 - END OF DAY  |
|--|---|--|--|---|
| TYPE OF DEMO                             | 10:00 AM  | 12:15 PM   | 12:45 PM   | 4:00 PM   |
| <b>OPTION A</b>                          | PURCHASE 1 ITEM EACH  | PURCHASE ALL ITEMS   | PURCHASE 1 ITEM EACH                             | PURCHASE ALL REMAINING OPEN                                     |
| PRODUCT & SUPPLY PURCHASE                | OF DEMO SUPPLIES LISTED IN YOUR MANUAL BEFORE STARTING DEMO | COMPLETELY USED TO THIS POINT IN THE DAY INCLUDING PRODUCT | OF DEMO SUPPLIES LISTED IN YOUR MANUAL IF NEEDED | SUPPLY ITEMS AND PRODUCT THAT HAVE NOT BEEN PREVIOUSLY PAID FOR |
| <b>OPTION B</b>                          | PURCHASE 1 ITEM EACH  | NOT APPLICABLE   | PURCHASE 1 ITEM EACH                             | PURCHASE ALL REMAINING OPEN                                     |
| SUPPLY PURCHASE ONLY NO PRODUCT PURCHASE | OF DEMO SUPPLIES LISTED IN YOUR MANUAL BEFORE STARTING DEMO | NO SWIPE NECESSARY   | OF DEMO SUPPLIES LISTED IN YOUR MANUAL IF NEEDED | SUPPLIES THAT HAVE NOT BEEN PREVIOUSLY PAID FOR                 |
| <b>OPTION C</b>                          | PURCHASE 1 PACKAGE OF                                       | NOT APPLICABLE   | NOT APPLICABLE                                   | PURCHASE 1 PACKAGE OF   |
| NO SUPPLY PURCHASE NO PRODUCT PURCHASE   | RAMEN NOODLES BEFORE STARTING DEMO                          | NO SWIPE NECESSARY   | NO SWIPE NECESSARY                               | RAMEN NOODLES AT THE END OF YOUR DAY                            |

## 24 hour Customer Service Assistance

**Call 1-800-238-9199 (Extension #0)**

Live Operator: Sunday and Monday 9 a.m. – 6 p.m. EST

Live Operator: Tuesday - Saturday 8 a.m. – 7 p.m. EST

Please note: If you have not used all the recommended sample product by the end of the day, do not purchase it to take home. You are only authorized to purchase product actually used.