

# **\*\*\* HOT SHEET \*\*\***

**511429 Mondelez Nabisco Scale**

**Pre-Thanksgiving Sampling Event**

**Please note that although the program is titled “Pre-Thanksgiving,” your sampling event is taking place in December.**

**Please execute the event as scheduled regardless of the program name.**

**\*\*\* Thank you \*\*\***

## **Execution Accountability Policy**

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 your Supervisor immediately.

## **\*\*\*THIS PROJECT REQUIRES 4 GIFT CARD SWIPES\*\*\***

### **NO EXCEPTIONS**

### **Shoprite Gift Card Purchase Instructions (Policy)**

1. **MORNING SWIPE:** 10:00 am - Buy one item listed in your training manual in the morning as your check-in. Then find products and take enough to conduct the morning portion of your demo. (Save packages and wrappers).
2. **BEFORE LUNCH SWIPE:** Before your break purchase the product you used during the morning demo (using packages and wrappers). Your break is 30 minutes.
3. **AFTER LUNCH SWIPE:** After your break buy one item listed in your training manual (Needs to be completed within 45 minutes of your BEFORE LUNCH SWIPE). Then gather additional product you need to conduct the rest of demo.
4. **END OF DAY SWIPE:** 4:00 pm - At the end of the day purchase the products you used for the balance of the day. if you have no product to purchase you should purchase ramen noodles as your fourth and last swipe of the day.

### **Execution Policy:**

- Product Check Pre-Calls must be completed. You must speak with the **Department Manager** 3 days prior to your event to confirm the date of your demonstration and ensure that the product will be on the sales floor.
- If you cannot reach the **Department Manager**, contact the **CGO Coordinator** (computer-generated ordering) OR the **Scanning Coordinator** at the store.
- If the store is low on product or has no product on your precall please contact your supervisor immediately (**not** the Support Line). With enough notice, we can have the product sent to your store in time for your scheduled date.
- Product purchase completion/proper use of gift card (**Monitored Daily**)
- Event Execution Completed on Scheduled/Contracted Day (**Monitored Daily**)
- Event Reporting **MUST** be completed by Midnight on the day of the event (**Monitored Daily**)

### **Accountability Policy:**

In cases where Engagement Specialists have multiple execution issues, the following will occur:

- **First occurrence** – Engagement Specialist will receive a verbal notice from the Supervisor.
- **Second Occurrence** - Engagement Specialist will receive an Associate Counseling Form which will be filed (written documentation of performance issue).
- **Third occurrence** – Will result in a final written warning and may result in termination of employment.



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 employment relationship with our Company.

Senior Management

## Project # 511429

PRODUCT	UPC	# Units to Buy	# Samples per Unit
Triscuit Balsamic Vinegar & Basil Crackers	004400004072	8	25 (2 crackers per sample)
Ritz Fresh Stacks Bacon Flavor Crackers	004400004273	2	100 (1 cracker per sample)

Substitute Items: If your store does not have Triscuit Balsamic Vinegar & Basil Crackers or Ritz Fresh Stacks Bacon Flavor Crackers, please purchase Triscuit Brown Rice Sweet Potato & Roasted Onion Flavor Crackers (UPC 004400003159), Ritz Bacon Flavor Crackers (UPC 004400003786), or Ritz Fresh Stacks Italian Herb Flavor Crackers (UPC 004400003988) respectively.

**Do NOT exceed \$36.35 (including tax)**



### The following Pre-Event Checklist must be completed prior to your event

- Read and understand **all** of the information in this training manual.
- Review your kit contents for accuracy.
- Conduct your pre-call to the store 3 days before your sampling event and ask the receiving clerk if the product is in stock.
- Activate your ShopRite Gift Card the day before your sampling event.
- Ensure you bring the following items to your event: Entire kit contents, Sampling Table, Table Cloth, Pen (to complete paperwork), Apron, Tape, Paperwork, Small Trash Can or Trash Bag.

### What To Wear:

- Retailer approved uniform-w/Yellow Polo
- Black, close-toed non-slip shoes (no open-toed shoes or gym shoes)
- Agency approved hair restraint

### Kit Contents:

- 400 Napkins
- 3 pairs of Gloves
- 1 Easel Card
- 1 Table Runner

## **Features & Benefits:**

### **Triscuit Balsamic Vinegar & Basil Crackers**

- NEW! Starts with three simple ingredients—100% whole grain wheat, oil & salt—baked into a delicious woven cracker
- Top with mozzarella, pesto, peppers & basil
- Discover more recipes on [Pinterest.com/Triscuit](https://www.pinterest.com/Triscuit)

### **Ritz Fresh Stacks Bacon Flavor Crackers**

- Your favorite cracker, now with the irresistible flavor of cracked black pepper and bacon
- Smaller stacks (about 14 crackers in each stack) that make it easier to enjoy the great taste of Ritz fresh out of the pack
- Perfect for at home or on the go! Open for fun!

## **Executing the Sampling Event:**

1. Arrive on time to your store on the day of your event. Introduce yourself to the store manager and try to set up as close to the sampled products as possible.
2. Build a small table display of Triscuit Balsamic Vinegar & Basil Crackers & Ritz Fresh Stacks Bacon Flavor Crackers for shoppers to purchase directly from your table. You can stack the packages on your table to keep your appearance neat and un-cluttered. Shoppers should be able to see each product.
3. Open up one (1) box of Triscuit Balsamic Vinegar & Basil Crackers. Take two (2) full-size, unbroken crackers out of the package and place them on a napkin.
4. Open up one (1) package of Ritz Fresh Stacks Bacon Flavor Crackers. Take one (1) cracker out of the package and place it on a napkin.
5. Make sure to have at least three (3) samples each of Triscuit Balsamic Vinegar & Basil Crackers and Ritz Fresh Stacks Bacon Flavor Crackers on your table at all times.
6. Recite the features and benefits to each shopper as they sample the products and encourage them to purchase Triscuit Balsamic Vinegar & Basil Crackers and Ritz Fresh Stacks Bacon Flavor Crackers.





## Post Event:

- Return any left over product from your table display back to the store shelf.
- DO NOT take sample products out of the store. Leave any leftover samples with the Store Manager or in the employee break room.
- Clean up, breakdown your table, and leave your area as you found it.
- Complete your PromoReports® Form and obtain a store stamp and a manager's signature.
- It is mandatory that you enter your results online or call into PromoReports® to report your results upon event completion. For online entry, please follow the instructions on your PromoReports® form. If you are purchasing product, do NOT include the product you are purchasing in your inventory count.
- Retain your PromoReports® Form for 1 year after calling in your results.

**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.

You **must** have your Allergen signs (from this Training Manual and/or in your kit) displayed on the front of the table during your sampling event.



Please recycle your consumer engagement materials when possible.



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# Allergen Information

*Triscuit Balsamic Vinegar & Basil Crackers*  
*Ritz Fresh Stacks Bacon Flavor Crackers*



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 the product.



# 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.

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

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## Shoprite Gift Card Purchase Instructions (Policy)

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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.

## 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

# CAUTION

Appliances and food may be hot.  
We ask that parents give permission  
before samples are  
served to a child.

# ALLERGY ALERT

We may use some of the following ingredients: peanuts, eggs, soy, tree nuts, wheat, gluten, dairy products, fish and/or shellfish. Even if these are not listed on the ingredient label, please be aware that all products may have come in contact with these ingredients.

Have a Happy and Healthy Day

*ShopRite*®

**\*\*Please display on event demo table**