

PRODUCT ALLOWANCE: \$36



Goal: Sell 15 units of product if stock is available

Talking Points

1. The **Pure Dark 70% Cocoa** bar is from Madagascar.
 - These have notes of red fruit, like cherry and raspberry.
2. The **Salted Caramel 73% Cocoa** and **Toasted Hazelnut 73%** bars are from Uganda.
 - These are rich and chocolatey with notes of vanilla and apricot.
3. These bars have those unique flavors because they are single origin chocolate. These are the only single origin chocolate in Whole Foods Market that was made in Africa.
4. Beyond Good purchases its cocoa directly from farmers in Madagascar and Uganda.
5. Our company annually tests for heavy metal in our chocolate.

Featured Products	Size	UPC Code
Beyond Good 70% Cocoa Pure Dark - Madagascar	2.64 oz	898575001337
Beyond Good 73% Cocoa Salted Caramel - Uganda	2.64 oz	898575001153
Beyond Good 73% Cocoa Toasted Hazelnut - Uganda	2.64 oz	898575003058
Alternate Products	Size	UPC Code
N/A	-	-

Equipment & Supplies Needed	Event Kit Contents (Shipped to Store)
<ul style="list-style-type: none"> • Gloves – REQUIRED • Sneeze Guard – REQUIRED for Open & Serve Demos • Face Mask – SEE STORE POLICY • Metal Tray • Cutting Board + Knife (optional) • Sample Cups 	<ul style="list-style-type: none"> • No event kit for this demo

Set Up & Sampling Instructions

1. Clean and sanitize demo cart before using.
2. Write product name and price on chalkboard neatly.
3. One chocolate bar yields 30 samples.
4. When customer requests a sample, break off or cut one square from the chocolate bar and put it into a sample cup.
5. Place sample on the metal tray for customer to take. Do not hand sample directly to customer. Do not prepare samples ahead of time!
6. Share the product information and talking points while passing out samples.
7. Take note of customer comments about the product (likes, dislikes, etc.) to submit in your recap.
8. Save each empty package to purchase at the end of your shift.

Break Down & Check Out Sampling Instructions

1. Clean and sanitize all demo equipment & supplies, let dry then return to demo cabinet.
2. Refer to Event Procedures for detailed cleaning instructions & FAQ's.
3. Clean and sanitize the demo cart and return to demo zone.
 - Do not leave anything in the demo cart
4. At the end of your shift, you will purchase the featured products with a maximum spending limit of **\$36**.
 - Make sure to select **DEBIT** when making purchases
 - Do not exceed the maximum spending limit
5. Make sure to save all receipts and submit them with your Event Receipt Form at the end of your shift.
6. If you've reached your maximum spending limit, spend the remaining time on your shift performing an educational demo.

Example of Cart Display:

