



What does the Real California Milk Seal mean?

This sampling program is probably different from any other that you have been involved with. While today you are distributing samples of **Joseph Farms Cheese**, it is imperative that you also communicate the benefits of products that carry the **Real California Milk Seal**. The benefits of products with the Real California Milk Seal include the following.

- The California Advisory Board is tasked with promoting dairy products made with **100% Real California Milk**.
- The Real California Milk Seal can be found on dairy products like milk, butter, cheese, ice cream, and more. This unique round, yellow and black seal is a certified Mark of Distinction (similar to the USDA Organic Seal which includes regulatory oversight). There are thousands of products that have the RCM seal on their package today.
- The RCM seal gives shoppers assurance that their dairy products are made with high-quality, nutritious dairy. When shoppers buy RCM dairy products, they are supporting multi-generational, family-owned businesses that are on the forefront of sustainable dairy farming practices.



Objectives and Talking Points:

Your Goals Today

- To make shoppers aware of the Real California Milk seal and the variety of cheeses and other dairy products produced in California.
- To encourage shoppers to use the Real California Milk coupons to purchase **Joseph Farms Cheese products**.

Talking Points - Real California Milk Products

- California leads the nation in sustainable dairy farming.
- Real California Milk products are made with 100% Real California Milk.
- 99% of California's dairy farms are family owned and operated, most being multi-generational farmers.

Talking Points – Joseph Farms Cheese Products

- What began as a small family farm has now grown into an **internationally recognized brand**, sold across the United States, and around the world, including Europe, Latin America, Africa, and Asia. The **Joseph Farms label symbolizes all natural**, (No Artificial Hormones including rBST) **world-class quality cheese**, and is the trusted brand of choice for customers around the world.
- Joseph Farms master cheese makers use **generations of experience** to slowly craft each cheese, ensuring the uncompromised quality and delicious **mouth-watering flavors that have earned countless awards**. Their cheese is then aged to perfection in a carefully controlled environment, which develops the unique flavor of each of our varieties.
- Provides an excellent source of calcium.
- Naturally gluten-free.

California Milk Advisory Board **Joseph Farms @ Food4Less - #8150054**

What to Purchase:

Product	UPC	# Units to Buy	Distribution Goals
Joseph Farms Mexican Blend, 32 oz.	0-52833-12116-0	2	100
Joseph Farms Cheddar Jack Shredded, 32 oz.	0-52833-10321-0	2	100
Joseph Farms Queso Quesadilla Shredded, 32 oz.	0-52833-12118-0	2	100
Small Bag of Ice	N/A	1	N/A
Substitute Item: If of any of the featured Joseph Farms cheeses are not available at the store, please substitute with more of one of the featured varieties that are available.			
Do not exceed \$56.43 (including tax)			





Kit Contents: please verify all are included

- 200 Real California Milk Branded Napkins
- 300 2-oz Souffle Cups
- 300 Spoons
- 3 Pairs of Gloves
- 1 Easel Card - Real California Milk Logo
- 1 Easel Card - The California Difference
- 100 Real California Milk Coupons

What to Bring:

- Demo Table
- Black Tablecloth
- Apron
- Entire Kit Contents
- Paperwork and Pen (to complete paperwork)
- Cooler
- Scissors
- Allergy & Ingredient Sheet
- Tape
- Small Trash Can or Trash Bag

What to Wear:

- Black pants/skirt
- Retailer approved uniform
- Apron
- Black, close-toed non-slip shoes (no open-toed shoes or gym shoes)
- Face Mask
- Agency approved hair restraint



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 event and ask the receiving clerk if the product is in stock.

On-Site Checklist:

- Arrive on time to your store on the day of the event. Introduce yourself to the store manager to briefly describe the event.
- Purchase the featured **Joseph Farms Cheese products** that you will be sampling today (Page 3).
- Note the **beginning inventory** of the featured Joseph Farms cheese products and record it on your PromoReports form (if applicable). *DO NOT INCLUDE THE PRODUCT PURCHASED FOR SAMPLING.*
(At the end of the event, please remember to record the ending inventory of the featured products.)
- Check to see if there is a secondary display of the products being sampled. If possible, set up your event table near where the featured products are stocked.



TABLE BRANDING



**Real California Milk
Easel Card**



**The California Difference
Easel Card**



Real California Milk Coupon

Event Set Up Instructions:

Arrive on time to your store on the day of your event. Upon arrival, introduce yourself to the store manager.

Walk through the store to see if there is a display of the featured **Real California Milk** products. Please try to set up as close to the sampled products as possible. **If a Real California Milk display is present, please try and set up near the display as a first priority.**

As soon as you arrive at the store, please purchase all of the products listed on page 3 for sampling.

Begin setting up your table with the Branded Napkins, Easel Cards, Real California Milk Coupons, and allergen sheet (last page of this Training Manual).



Sampling Instructions:

- While wearing the gloves from your event kit, unwrap the package of Joseph Farms Cheddar Jack Shredded, Joseph Farms Queso Quesadilla Shredded, and Joseph Farms Mexican Blend.
- Using a spoon from your demo kit, fill souffle cups approximately 1/4 full with each of the above products. (See Image A for the approximate amount of shreds to place in the souffle cup). **DO NOT combine the featured products into the same souffle cup. Each variety should be placed in a separate souffle cup.**
- Place a spoon in each souffle cup before serving to shoppers for tasting. (See Image B.)
- Keep 3-4 samples of each product on your table available for shoppers to sample.
- Distribute samples to interested shoppers along with a money saving coupon, while **reciting the features and benefits (page 2) of purchasing a product with the Real California Milk seal, as well as the featured Joseph Farms Cheese products.**
- Keep all unused packages of Joseph Farms shredded cheeses not currently being used for sampling in the cooler to ensure they stay chilled.
- Replenish samples as needed to accommodate store traffic.

***** ENCOURAGE SHOPPERS TO TRY ALL JOSEPH FARMS CHEESE PRODUCTS AVAILABLE FOR SAMPLING. *****

Image A



Image B



Post Event:

- DO NOT take the sampled product out of the store.
- Dispose of any leftover samples once your sampling event is complete.
- Please leave any remaining coupons with the Store Manager.
- 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 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 demo. 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

Joseph Farms Cheese



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