



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 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.

Image A



Image B



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

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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