



Better Breakfast Party *Host Guide*

April 10-12, 2015

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General Hosting Tips

We're excited to have the opportunity to help you host a Tryazon home party! Whether you're an experienced host or giving this a try for the first time, we're confident you can be successful and have a fun time showing off great products, while enjoying the time with your guests.

In an effort to help you, we've put together this guide and the following tips for you to review as you prepare for and carry out your party:

- Take time to explore different ways to prepare each product beforehand. By testing these out first, this will help you feel more comfortable as a host to your guests.
- Invite a variety of people to your party. This is a great opportunity to mingle with friends and family members. It's also an outstanding way to get to know your neighbors.
- Parties with eight or more can provide a fun atmosphere for your guests, but having too many people (e.g., 20+) can make it feel too crowded.
- Make sure you have enough room in your kitchen. If space is limited consider asking a friend if they would be willing to have you use their house for the party.
- Make sure you have enough serving ware as far as dishes, cups, and utensils to accommodate all of your guests.
- You can make this party a creative affair by having fun, colorful decorations which match the products or theme.
- Have all prep done before guests arrive. You want to greet all your guests without rushing around the kitchen.
- If it helps you feel more comfortable, practice going through the entire



party and planned demonstration by yourself or with family members. Use the *Suggested Party Schedule* in this guide to help you prepare and feel free to make modifications as desired.

The remainder of this guide will help you become more familiar with your kit products and provide you with party planning & scheduling resources you may want to consider using.

Have fun!!

Getting to Know the Brands



Umpqua ("It's UMP [as in UMPire] + KWAH!") **Oats** is one of the fastest growing food companies in America. Their assortment of thicker and chewier oatmeal is quickly catching on as the healthiest and most flavorful brand on the market. Their products are made in the USA, GMO Free, and Gluten Free. The oats are custom milled to give you a more natural and fiber-rich kind of oatmeal that is larger, thicker, and unbleached. The variety of flavors are incredible and all packed with quality, fresh ingredients.

Additional background: <http://umpquaoats.com/about.php>

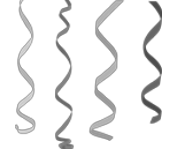
Product Line: <http://umpquaoats.com/products.php>

Full List of Benefits: <http://umpquaoats.com/great.php>

Figs are one of the healthiest and antioxidant foods on the planet. They help boost the immune system, provide natural energy, and are said to have anti-aging elements. **Coffig** is a new product made with 100% dry roasted figs which provide these benefits into a delicious brewed drink. It is naturally caffeine free, gluten free, and processed sugar free. Coffig allows you to kick the coffee habit while still enjoying a warm, satisfying, and energizing beverage in the morning. Drink it hot and cold and get on the path to better health!

Additional background: <http://coffig.com/our-story/>

Full List of Benefits: <http://coffig.com/multiple-benefits/>

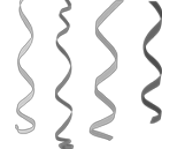


Party Kit Contents

Your party kit should contain the following items:

1. 10 cups of Umpqua Oats for guests
2. 2 cups of Umpqua Oats and 1 bag of Coffig for host (Note: The bag can be shared with guests during the party and the remainder can be kept by host)
3. 2 cups of Umpqua Oats, mug, and extra coupon for prize winner (see *Suggested Schedule* for more information)
4. 12 Umpqua Oats and Coffig coupons
5. Umpqua Oats and Coffig Brochures
6. Cups and spoons for samples
7. Umpqua Oats story, benefits, and directions sheet
8. Umpqua Oats retail locations sheet

If you find that anything is missing from you kit or you have questions on any item or set items, please contact: info@tryazon.com.



Suggested Party Schedule

Greet and Mingle

Mingle with guests as they arrive. You may want to consider having a few preliminary snacks or drinks set out for guests to have while they are waiting for things to start.

When everyone arrives, consider introducing each attendee to the group or having each go around and introduce themselves.

Party Introduction

- Introduce Tryazon
 - You could mention that this is a Featured Party opportunity from Tryazon (pronounced Try-uh-zon ☺). There are dozens of similar parties taking place this weekend within the US. Tryazon is a service dedicated to getting innovative products into people's hands and mouths, in fun settings like this. They offer excellent freebies and savings for all who participate.

Umpqua Demonstration and Sampling

- Gather your guests around your kitchen and begin heating water to use in the oatmeal cups.
- Read two different stories of how the company was founded and discuss the key benefits of Umpqua Oatmeal, as opposed to traditional oatmeal (Note: This paper will be included in your party kit).
- Introduce various flavors and provide a sample for each guest (Note: There are 10 cups of oatmeal for guests).
- Read the directions (provided in the kit), carefully pour hot water in each, and enjoy the food together!



Coffig Demonstration and Sampling

- Prepare your coffee maker with water and Coffig grounds
 - Directions: Use a ½ teaspoon of COFFIG powder per each cup to be prepared. If the electrical coffee maker is for 8 cups, then you'll use 4 teaspoons in the machine (if you want to make it stronger...add a little more COFFIG, if it's too strong then add a bit of water). Consider using a little natural sugar, Blue Agave, or Stevia to give it a nice base taste.
- While the brewing is taking place, discuss Coffig and its health benefits by using the information in this guide, the brochures included in your kit, and from the info available on Coffig.com.
- When ready, pour samples into cups for your guests. Provide sweetener and cream options, so each guest can enjoy as they wish.
- If you have prepared some chilled Coffig drinks in advance, remove these from your refrigerator and allow guests to taste the difference between enjoying Coffig hot or cold.
- Enjoy the drinks together with your oatmeal!

Games, Prizes, and Special Guest Offers

- Hand out copies of Oatmeal Trivia (You can download these at: <http://www.tryazon.com/wp-content/uploads/2015/03/Better-Breakfast-Oatmeal-Trivia.pdf>) or notepad paper so everyone can write down answers as you read aloud.
 - Consider playing one or more different games to find a winner who will be able to take home the extra prizes in your pack. Additional games and fun activities can be found on the Tryazon Pinterest page at: <https://www.pinterest.com/tryazon/ideas-for-party-games-activities/>
- Decide who the winner is and provide them with 2 extra cups of oatmeal, the mug, and an extra coupon.
- Pass out the rest of coupons to every guest and for Umpqua Oats, show them the retail locations sheet to where the coupons can be redeemed. For Coffig, please explain that the deal is redeemable online at their website.

You may also choose to have a laptop or tablet set out on a countertop or



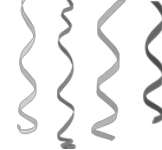
table, which shows the products online, the reviews, videos, etc.

Relax and Have Fun!

You may want to consider continuing on with fun party games or activities planned for afterwards.

Thank your guests for coming and refer anyone to Tryazon.com who is interested in doing a similar type of party.

Please remember at some point during your party to take a group picture with your guests and kit products or food items!



Party Planning Checklist

Pre-Party Planning (1-2 weeks before party)

- ☐ Decide on an exact date and time for your Better Breakfast Party (estimate 1-2 hours for demonstration, tasting, questions, and mingling).
- ☐ Create a party invitation. Consider e-party invites also that can be sent by email also or events from social media channels like Facebook.
- ☐ Send out party invitations about 1-2 weeks in advance and encourage guests to bring a side item, if desired, and to RSVP.
- ☐ Experiment with your kit products! Have fun trying different ways to prepare and decide which ones to share with your guests.

Week of Party

- ☐ Consider everything you will need for your party including decorations (if desired). Put together a shopping list for anything needed that you do not have and pick up these items.
- ☐ Consider asking one or two select guests to be your party helpers and coordinate your scheduling with them. Divvy out responsibilities as needed.
- ☐ If desired, make sure you have picked up all the food items needed to accompany your kit food products. Feel free to ask guests to bring appetizers, drinks, etc. to minimize your costs.
- ☐ Prepare chilled Coffig drinks by brewing some the day before the party and keeping them in the fridge until party time, so that guests can taste the difference between hot and cold Coffig.

Day of Party

- ☐ Set up your kitchen. Make sure you have plates, bowls, and your other food items ready to go.
- ☐ Along with setting up your kitchen, prepare your entry way, and dining / eating area.



After the Party

- ☐ Post about your experience through your social media channels and blog (if you have one). Review the products for your readers.
- ☐ If you have leftover coupons please pass them out to those who couldn't attend or plan to use some on your own.
- ☐ Complete a post-party survey that will be sent to you by Tryazon.