



Green Mountain Coffee Roasters, Inc.
Green Mountain Coffee & Keurig Brewer #444427
Check with your Agency for Date and Time

*****THERE IS A LEARNING CENTER FOR THIS PROGRAM*****

The Learning Center is a program designed to make sure you are prepared to carry out your duties.

1. Read your training manual front to back and have a clear understanding of the event details.
2. View the training video on the PromoWorks Engagement Specialist Web Portal:
<https://esmyhome.promoworks.com>
3. Review the User's Manual included in the box with the Keurig Classic Brewer.
4. Set-up the Keurig brewer as instructed on page 8 of this Training Manual.
5. Brew one cup of coffee for yourself using one of the K-Cup® Portion Packs included in your demo kit.
6. Call **866-613-8293** or log onto **www.lc.promoreports.com** and answer ALL of the questions the testing service asks you.
7. Your test results will be shared with your agency to inform them of your preparedness for the Event.

*****COMPLETE ALL OF THE ABOVE STEPS AT LEAST THREE DAYS PRIOR TO THE DEMO*****

*** * * IMPORTANT * * ***

The main objective of this demonstration is SELL the K-Cup® Portion Packs and Keurig Brewer.

Encourage consumers to purchase products on the demo day with the coupons for \$1 off the price of K-Cup® Portion Packs and \$10 off the price of a Keurig Brewer!

Have a great sampling and selling day!!

HOT SHEET

ATTENTION ENGAGEMENT SPECIALISTS!

Keurig (“Cure-Ig”) Supermarket Demo Start-up Guide

1. Each demo kit contains everything you’ll need except water, half & half creamer, a power-cord, duct tape and trash can. The Keurig Classic Brewer will arrive in its own box, separate from the demo kits, which will include all the brewing essentials. Please remember to bring your extension cord, duct tape and trash can (*see What to Bring on page 3 as it lists a few other important items*).
2. **BEFORE** arriving to the store: Follow the “Set-Up Guide” (*located on page 8*) and also included with the Keurig Classic Brewer to make sure the brewer works properly and so you can become accustomed to using it. Open a demo kit box and make sure nothing is damaged. Open one of the K-Cup® boxes; brew and enjoy a cup of coffee while you read the Welcome brochures included with the Keurig brewer.
3. **IN-STORE:** The first task with each demo is to find the store manager and get your demo table set-up. Make sure the demo table is in a high-traffic area, ideally near where the Keurig products are merchandised in the store. Your goal is to offer shoppers a free cup of **“FRESH BREWED GOURMET COFFEE”** and **encourage them to purchase a Keurig brewer. So being in a high traffic area near where the Keurig brewer/K-Cup® packs are merchandised is key.**
4. Plug in and turn on the Keurig brewer and fill up the water tank (with the drinking water that you have pre-purchased for your demo). Place the Table Runner on top of your demo table along with your easel card. Arrange the coffee supplies on the table with one sleeve of the cups and lids opened and stacked on the table; put some coffee stirrers in a cup, place the half & half creamer on the table so consumers can easily add (keep on ice to remain cold), and the sugar/sweetener packets should be displayed on your table with the extras stored in your demo box underneath your table. Refill these items as needed on your table. Have some napkins displayed to keep any spills from making a mess on your demo table area (*more step-by-step directions are listed on page 6*).
5. **Ask the store manager to bring several Keurig brewers and stack them next to your demo table** so that when people enjoy the product you can encourage shoppers to put a Keurig brewer into their shopping cart. Your goal with the demo is to actually sell Keurig brewers and K-Cup® packs on the spot. Be familiar with the store’s return policy. Less than 1% of Keurig buyers return their brewers because they make such great coffee.
6. The final preparation step is to have several gallons of drinking water under your demo table. **You will need to pre-purchase the water, half & half creamer and ice the day of the demo event by the approved agency method.** You will be purchasing six (6) gallons of drinking water, three (3) 32 oz. containers of Half & Half refrigerated coffee creamer and one (1) bag of ice. You should not exceed \$21.22 in total purchase price. Keep your receipt to hand in to your agency at the end of your demo event.
7. You’re now ready to start offering free samples of fresh brewed coffee to everyone who walks by and within eyesight of your demo table, as well as offering instant redeemable coupons to shoppers who are interested in buying a Keurig brewer and K-Cup® products.

Please refer to the Demo Script on page 9 to help you interact well with consumers.

Today you will be engaging consumer to promote the following...

		
<p>Green Mountain Coffee Breakfast Blend UPC: 0-99555-08520-4</p>	<p>Tully's House Blend Coffee UPC: 0-99555-08802-1</p>	<p>Tully's French Roast Coffee UPC: 0-99555-08801-4</p>
		
<p>Green Mountain Coffee Nantucket Blend UPC: 0-99555-08663-8</p>	<p>Newman's Special Blend Decaf UPC: 0-99555-08051-3</p>	<p>Café Escapes Chai Latte UPC: 0-99555-09805-1</p>
		
<p>Green Mountain Coffee Hazelnut UPC: 0-99555-08792-5</p>	<p>Keurig Classic Brewer (B44) UPC: 6-49645-00440-2</p>	<p>Green Mountain Naturals Hot Apple Cider UPC: 0-99555-08201-2</p>

Distribution Goals:

- 110 K-Cup® Portion Pack samples per day
- 75 K-Cup® Portion Packs Coffee coupons per day
- 10 Keurig Home Brewing System coupons per day

What To Bring:

- Entire Kit Contents
- 1 Demo Table
- 1 White Tablecloth
- 1 PromoReports® Form
- 1 Training Manual
- 1 Pen
- 1 Apron
- Small Bowl
- Cooler
- Tape
- Extension Cord (and roll of duct tape to secure the cord)
- Small Trash Can or Bag for Trash

Kit Contents:

- **Box 2 - Keurig Classic Brewer**
- **Box 1 - Kit Contents**
 - 1 Green Mountain Table Runner
 - 1 Green Mountain Easel Card
 - 1 Green Mountain Countermat
 - 9 Boxes of K-Cup® Portion 12-ct. Packs:
 - Two (2) GMC Breakfast Blend, one (1) GMC Nantucket Blend, one (1) GMC Hazelnut, one (1) Newman's Own Special Blend Decaf, one (1) Tully's House Blend, one (1) Tully's French Roast, one (1) Café Escapes Chai Latte and one (1) GMC Hot Apple Cider
 - 3 Pairs of Gloves
 - 10 Keurig Brewer Coupons (\$10.00 off)
 - 75 Green Mountain K-Cup® Coupons (1.00 off)
 - 100 Napkins
 - 100 Sugar Packets
 - 100 Sweet 'N Low Packets
 - 110 Coffee Stir Sticks
 - 110 Green Mountain Coffee Cups
 - 110 Coffee Cup Lids
 - 75 Coffee Cup Paper Sleeves

What to Wear:

- Black pants/skirt
- White collared shirt/blouse
- Black Shoes (no open-toed shoes or gym shoes)
- Gloves (provided in kit)
- Apron (brought from home)



Items to Purchase:

Using your Agency Approved method of payment, please purchase the following:

- Three (3) 32 oz. containers of Half & Half refrigerated coffee creamer (non-flavored and non-powdered)
 - Six (6) gallons of drinking water
 - One (1) bag of ice

Your total should not exceed \$21.22 including sales tax.

Remember to save your receipt to turn in to your agency with your PromoReports form.

Store Product and Pre-Call:

- **Contact your store at least three (3) days prior to the execution** and advise the store manager that you will be executing the **Green Mountain Coffee Roasters In-Store Sampling Program** and give the date of execution.
- **Verify that there is sufficient product in the store to support this event. If there is not enough product to support this demo:**
 - Ask the manager when he/she expects the shipment to arrive
 - If a shipment is not planned, contact your agency immediately for further instruction
- **Record the date of your call and the name (first and last) of the Store Manager you spoke with on the top of your PromoReports® Form.**
- **Please verify that there is sufficient product in the store to support this demo. There should be a minimum of 3 Keurig Brewers and 4 cases of K-Cup® 12-packs on the shelf!**

Features and Benefits:

Green Mountain Coffee

- Convenience: no mess to clean up, quick and easy to use, no wasted coffee.
- Variety: get you favorite coffee or tea in seconds at the push of a button: choose from over 200 varieties from 21 gourmet coffee and tea brands including Green Mountain Coffee, Tully's Coffee, Caribou Coffee, Newman's Own Organics Coffee, Barista Prima Coffeehouse, Café Escapes Cocoa and Celestial Seasonings Tea.
- Quality: you can't get a fresher cup of coffee. It's coffee-house taste without the coffee-house price.

Keurig Classic Brewer

- Always ready and brews in under one minute
- Quiet-Brew Technology®
- Enjoy beverages hot or brew them over ice
- Removable 48-oz. water reservoir

DIRECTIONS FOR THE LEARNING CENTER

IMMEDIATELY AFTER YOU CONDUCT YOUR MACHINE PREP, you must call into the Learning Center @ (866) 613-8293 or log onto the Learning Center website www.lc.promoreports.com for training!

*****DO THIS AT LEAST FOUR DAYS PRIOR TO YOUR DEMO*****

The Learning Center is a program designed to make sure you are prepared to carry out your duties.

1. Read your training manual front to back and have a clear understanding of the event details.
2. Watch the Green Mountain grocery demo video on the PromoWorks Web Portal to help guide you through your sampling event.
3. Call the number listed above **OR** log onto **www.lc.promoreports.com** and answer ALL of the questions the testing service asks you.
4. Your test results will be shared with your agency to inform them of your preparedness for the Event.

Health and Safety:

- **IMPORTANCE OF WASHING HANDS AND CHANGING GLOVES** — Gloves must never be used in place of handwashing. You must thoroughly wash your hands immediately before any sample preparation, applying enough soap to build a good lather, and drying your hands and arms with a single-use paper towel or air dryer. Use a paper towel to turn off the faucet. When in a restroom, use a paper towel to open the door.
 - ⇒ Change your gloves every time you touch other bare human body parts other than clean hands and arms.
 - ⇒ Change your gloves and wash your hands every time you use the restroom (see above).
 - ⇒ Change your gloves when they rip or tear.
 - ⇒ Change your gloves every time you leave your demo table.
 - ⇒ Change your gloves if you sneeze or cough.
- Demonstrator must be free from illness or disease that may be passed to the public through food handling.
- **DO NOT** leave samples, coupons and equipment, etc. on the event table when you are on your break. A sign is to be placed on the event table informing customers of the time of your return.
- At no time will sample product or equipment be left unattended on the demonstration table. Electrical equipment must be removed from the table, (except for microwave ovens) and taken to a holding place out of reach of customers during your break.
- Distribute samples as indicated in your Product Distribution section. Throw away any samples that sit on the table at room temperature for more than 30 minutes. Keep samples fresh and appealing.
- Make sure customers select the samples in a way that will not result in contamination of adjacent samples.
- Keep all your sample product within eyesight. This will limit samples being lost or consumers being obstructed/tripping over demonstration materials.

Importance of Product Displays:

*A product display is defined as:
“any location within the store other than where the product is normally located on the shelf.”*

- Product displays are **VERY IMPORTANT** to the success of your demo! Having product to sell to shoppers within reach of your demo will improve the **TOTAL SALES** of the product you are demonstrating.
- **ALWAYS** ask store personnel during check-in for the location of any display for the product you will be demonstrating. (**Request assistance if a display is in the back stockroom and needs to be set-up**)
- Whenever possible, set up your demo table next to or nearby a display of the product you will be demonstrating.
- If there is **no** product on display, request the store personnel to bring out any product from the back stockroom. Build a small **product** or **case stack** display yourself on or next to your table.



****IMPORTANT INFORMATION****

- Engagement Specialist are to keep the Keurig Brewer after the 1st day of the demo, as each store day will be running TWICE at the same retailer. After the 2nd/final demo date, the Engagement Specialist will be able to KEEP the Keurig Brewer as a token and thank-you from Green Mountain Coffee Roasters.

On Site Demonstration Preparation Checklist (please complete all steps):

By following these easy steps your Green Mountain Coffee Roasters Demonstration is sure to be a success for both you and the customers! If you have any questions on program procedures, call your agency for assistance!

- Introduce yourself to the Store Manager to briefly describe the demonstration.
- Walk the store thoroughly to see if there is a secondary display of any of the **Green Mountain Coffee Roasters**. See "Importance of Product Displays Section" for further details. If there are no displays to set up your demo next to, build your own display by keeping a few packages of the **Green Mountain K-Cup® Coffees** on your table to **sell to interested** shoppers.
- Obtain the selling prices for ALL the products you are sampling today so you can inform consumers during your demo.

Purchase your Product Samples:

- Using your agency approved method of payment, purchase:
Six (6) gallons of drinking water.
Three (3) 32 oz. containers of Half & Half refrigerated coffee creamer (non-flavored and non-powdered)
One (1) bag of ice.

Your total sample product costs should not exceed **\$21.22 including tax.**

Check out at any register - be sure to save your receipt and turn it in with your PromoReports® Form!

Setup the Demo Table:

- Setup your demo in a high traffic area near the Green Mountain Coffee K-Cup® packs or the Keurig Home Brewing Systems. Ideally, you will set up near a secondary display of both products (*please refer to page 5 for display photo*).
- Once you find a good place to set-up near an outlet and the products you will be sampling, drape your white tablecloth over your demo table and place the table runner and counter mat neatly on top.
- Plug in and turn on the brewer, making sure to secure your cords to the floor with duct tape to avoid a potential tripping hazard. Fill tank to the top with water. Place the Keurig Brewer near the counter mat. The counter mat is designed to be the place where you fix your finished coffee with either sugar, creamer, etc.
- Locate the product aisle containing the K-Cup® portion packs, take a few boxes of each flavor to create a nice display on your tabletop.
- Neatly arrange a few K-Cup® portion packs of each flavor along with the rest of your supplies on the table so consumers can choose which flavor they would like to try.
- The sugar packets, sweetener and stirrers should be located neatly on your table as well for consumers to use as needed. Place the half & half creamer on ice in a small bowl so that it stays cold and is easily accessible for consumers to add to their coffee. Place the unopened creamers and ice in your cooler so they remain cold throughout the demo.
- Have napkins handy to keep any spills from making a mess of the table.
- Place a small trash can under your table for consumers to dispose of empty packets and used stirrers.
- Make sure your demo table looks neat and is not cluttered.
- If you could not locate and set-up near a display, please also stack a few of the Keurig Brewers neatly next to your table. This way, consumers can see what the box looks like AND you can easily point out (clearly on the Brewer box) which varieties of Coffee, Tea and Hot Cocoa are available for purchase to use with the brewer.

Prepare the Sample Product:

- Please re-read the Set-Up Guide Instructions on page 8 on how to use the Keurig Brewer.
- Once you have read over the Set-Up Guide Instructions and the Keurig Brewer is ready to go, place one of the K-Cup® portion packs on the drip tray plate.
- Select the K-Cup® portion pack. Do not remove the foil lid.
- Lift the Handle, place the K-Cup® portion pack in the K-Cup® Holder Assembly and then push the Handle all the way down to puncture the K-Cup®. Please be careful to avoid the sharp needles in the K-Cup® Assembly Housing and Lid.
- Let the consumer press the Brew Button located below the flashing green light. This will yield a 8 oz. serving. If the green light is not flashing, be sure the handle is all the way down.
- Repeat above steps to make each sample as consumers approach your table.
- Please allow them to choose which coffee they would like to try. Then, follow the above instructions to make each cup throughout the day.
- **Refer to page 9 to help you interact well with consumers.**

Kit Contents Items/Checklist:



Keurig Classic Brewer B44



Green Mountain K-Cup and Keurig Brewer Coupons



Sample K-Cup® Portion Pack varieties:



Counter mat



Easel Card



Table Runner

Set-Up Guide Instructions:

Set-Up Guide Set-Up & First Brew

IMPORTANT: You cannot use your Keurig Brewer until it has been set-up for its first use as set forth below.

NOTE: If Brewer has been exposed to temperatures below freezing, allow Brewer at least two hours to reach room temperature before brewing. A frozen or extremely cold brewer will not operate.



fig. 1 **Setting Up Your Brewer**

1. Unwrap cord and plug the Brewer into a grounded outlet. Remove all pieces of packing tape.
2. Place a Large Mug (8 oz. minimum) on the Drip Tray Plate.
3. Remove the Water Reservoir from Brewer by first removing Lid from Reservoir (fig. 1), then lifting Reservoir straight up and away from Brewer (may be tight). Rinse with fresh water.
4. Fill Water Reservoir with bottled or filtered water so that the water level reaches the line just below the top edge of the clear viewing area. (Be careful not to over fill.)



fig. 2

5. Place Water Reservoir base into the left side of the Brewer and be sure the Water Reservoir Lock Tabs engage with the Brewer (fig. 2). Replace Lid on Water Reservoir.
6. Press Power Button found on upper right panel of the Brewer. The green light next to the Power Button will become illuminated.

NOTE: A K-Cup should not be used for this Sequence.

NOTE: If the Water Reservoir is empty or not in place on the Brewer, the blue light next to 'ADD WATER' on the LED Control Center will be illuminated. The Small Mug Button will not be activated until water is added to the Water Reservoir.

7. The Brewer will automatically fill with water and then the water will be heated. This will take about 4 minutes. During the heating period the red light next to 'HEATING' on the LED Control Center will become illuminated. Once the water is heated, the red light will turn off and the Small Mug Button will flash.

NOTE: Do not lift Brewer Handle during this 'heating period'.



fig. 3

Small Cup

NOTE: You may see small amounts of water coming from the Vent and dripping into the Water Reservoir during this and subsequent heating – this is normal.

8. Press the Small Mug Button to start a cleansing brew (fig. 3). Pour the hot water into the sink.
9. The Brewer may take 15 seconds to reheat water between brews during which time the red light next to 'HEATING' on the LED Control Center may be illuminated. When the water has heated, the red light will turn off.
10. The one-time set-up process is now complete and you are ready to brew!

Ready to Brew Your First Cup

fig. 4



1. The green light next to the Power Button on the LED Control Center will be illuminated to indicate the Brewer is powered on.

2. Place a cup or mug on the Drip Tray Plate.

3. Lift the Handle and the K-Cup Holder will open toward you. (fig. 4)

4. Select a K-Cup® portion pack. **NOTE:** Do not remove the foil lid or puncture the K-Cup.



5. Place a K-Cup portion pack in the K-Cup Holder. (fig. 5.)

CAUTION: There are two sharp needles that puncture the K-Cup, one above the K-Cup Holder and the other in the bottom of the K-Cup Holder

To avoid risk of injury, do not put your fingers in the K-Cup Holder.

fig. 5



6. Lower the Handle completely to close the Lid.

7. Select your brew size: The Small Cup choice will yield a 5.25 oz. serving and the Small Mug will yield a 7.25 oz. serving.

NOTE: If you do not push a Brew Button in 60 seconds, the Brew Buttons will be disabled to prevent accidental activation. Re-activate the Brew Buttons by raising and lowering the Handle completely.

8. The blue light behind the Brew Button you choose on the LED Control Center will remain lit while brewing.

CAUTION: There is extremely hot water in the K-Cup Holder during the brew process. To avoid risk of injury, do not lift the Handle or open the K-Cup Assembly Housing during the brew process.

9. There may be a short pause before the brewing process begins. The entire brew process lasts for approximately 1 minute and ends with a burst of air to remove all liquid from the K-Cup.

10. Lift the Handle, remove and dispose of the used K-Cup. **CAUTION:** K-Cup will be hot.

11. Enjoy your first cup of Keurig Brewed® gourmet coffee, tea or hot cocoa!


Small Cup
(5.25 oz.)


Small Mug
(7.25 oz.)

Sample Demo Script:

Demonstrator: “Hi there, would you like a free cup of fresh-brewed Green Mountain Coffee?”

Shopper: “No thanks, I’m in a hurry.”

Demonstrator: (don’t give up yet) “It only takes a few seconds. This is the KEURIG single-cup brewer system from Green Mountain Coffee. Have you seen these before?”

Shopper: “Oh yeah, I’ve heard of that. How does it work?”

Demonstrator: “Pick your favorite coffee, pop in K-Cup® portion pack and hit brew. You’ll have a fresh cup in just seconds. Want to try the Breakfast Blend? It’s a fantastic flavored coffee. Or perhaps a Tully’s French Roast Coffee? We also have Nantucket Blend, Hazelnut, Tully’s House Blend, Newman’s Special Blend Decaf, Chai Latte and Hot Apple Cider.”

Shopper: “Breakfast Blend sounds great, but I’ll try the Nantucket Blend Coffee please.”

Demonstrator: “Here, just pop this in and close the lever.” Hand them a K-Cup® portion pack and show them how to brew, let them see for themselves how easy it is. Take this time to explain: “The K-Cup® portion pack has a mini paper filter inside with fresh ground gourmet coffee. The K-Cup® portion pack keeps the coffee fresh until you use it, and since the coffee is brewed inside the K-Cup®, there’s no mess to clean up in the machine. That’s why you can do regular, then flavored coffee, or even apple cider, and there’s no mix from cup to cup.”

Shopper: “My wife might like this; she only drinks decaf but I like the real strong stuff. What’s the deal on this brewer? How do you pronounce it again?”

Demonstrator: “It’s pronounced the (Cure-ig) KEURIG Single Cup Brewer System. It’s been around for more than 10 years in offices but the home models have really become popular in the last three years. There are now over 3 million K-Cup® used daily in the US. We actually sell the brewers and K-Cup® right here in the store.”

For consumers who seems very interested in purchasing a Keurig Brewer:

Demonstrator: “We have a limited number of Keurig Home Brewing System coupons that will save you \$10.00 off the price of the brewer if you’re interested.”



Shopper: “What do the brewer and the refills cost?”

Demonstrator: The KEURIG Classic brewer is normally (list price here), but the coupon makes it only (list discounted price). The coffee K-Cup® portion packs cost about 60 cents per cup. Compare that to the \$1.50 or \$2.50 you’d pay for the same coffee in a coffee shop, but you can have more choices and more convenience in your own home.”

Shopper: “Well, I love this coffee and it’s a great idea, but my wife likes her Mr. Coffee machine. I’m not sure she’d want me to spend the money on a new brewer.”

Demonstrator: “When you factor in the convenience and the fact that you never have to clean anything, you never waste any coffee, AND you have your favorite choice, most people like the KEURIG Brewers much better. You could try it and if for some reason you don’t like it, you could return it for a refund. Hardly anyone returns theirs because they make such good coffee.”

Shopper: “You know what? I’ll take you up on that offer.”

Demonstrator: As you hand them a \$10.00 brewer coupon and a \$1.00-off K-Cup® coupon ... “You can also have a K-Cup® portion pack coupon that will save you a dollar per 12-pack.”



Executing the Demonstration:

- **Enthusiastically intercept consumers, greet them with a smile and a friendly approach, and offer them a sample of Green Mountain Coffee.**
- Refer to page 6 in order to set-up your demo table in a high traffic area close to the Green Mountain Coffee products.
- Refer to page 6 in order to effectively distribute the Green Mountain Coffee samples.
- Refer to the features and benefits (listed below and on page 4) as talking points when preparing the coffee sample for consumers.
 - √ *Convenience: no mess to clean up, quick and easy to use, no wasted coffee.*
 - √ *Variety: get you favorite coffee or tea in seconds at the push of a button: choose from over 200 varieties from 21 gourmet coffee and tea brands including Green Mountain Coffee, Tully's Coffee, Caribou Coffee, Newman's Own Organics Coffee, Barista Prima Coffeehouse, Café Escapes Cocoa and Celestial Seasonings Tea.*
 - √ *Quality: you can't get a fresher cup of coffee. It's coffee-house taste without the coffee-house price.*

Each box of K-Cup® portion packs provided in your kit will provide approximately 12 samples

- When leaving your table, remove **ALL** product samples and coupons.
- **Do not leave samples or coupons unattended at any time.**
- Make sure the table remains clean and organized throughout your demo.

DO NOT DISTRIBUTE SAMPLES TO CHILDREN WITHOUT THE PERMISSION OF A PARENT OR GUARDIAN

Demonstration “Do’s”

- *Greet:* Greet the customer cheerfully. Make eye contact with them and talk with them.
- *Tell:* Give product features and benefits as outlined in your demonstrator guide. Discuss suggested preparations.
- *Sell:* Excite customers to purchase the product. Ask the customer if they would like to purchase the product. Know the product location. Listen to the customers.
- Ensure a trash can is next to the table for customers to dispose of napkins, cups, etc.
- View any product specific literature provided in your kit.
 1. Know the name of the product and the manufacturer
 2. Know the features and benefits as outlined in your demonstrator guide
 3. Know the product cost

Demonstration “Don’ts”

- **DO NOT use your cell phone to make phone calls or send texts during your demo.**
- DO NOT leave the store with leftover product.
- DO NOT return any sample product at the end of the demo for a cash refund.
- DO NOT give children samples without a parent or guardian’s permission.
- NO eating, drinking, sitting, smoking, reading or chewing gum while conducting a demonstration.
- DO NOT block food bunkers.
- DO NOT place any personal items, or items not mentioned in this Training Manual on your demo table.
- DO NOT discuss competitor’s products with customers. If a customer should ask you about a competitor’s products, please respond with, “I do not have any information on other products. I can point you in the direction of a store employee for assistance if you’d like.”

End Of The Day:

- Return any secondary product from your table display back to the shelf for consumers to purchase.
- Engagement Specialist are to keep the Keurig Brewer after the 1st day of the demo, as each store day will be running TWICE at the same retailer. After the 2nd/final demo date, the ES will KEEP the Keurig Brewer.
- DO NOT take sample product 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.
- **Call into PromoReports® at (888) 281-0790 to report your results. Or, for online entry, please follow the instructions on your PromoReports® form.**
- **Be sure to mail your PromoReports® Form to your agency immediately after calling in your results.**
- Please feel free to include any written comments (positive or negative) on the back of your PromoReports® Form. Your honesty in the program execution is greatly valued and appreciated.

ATTENTION ENGAGEMENT SPECIALISTS

Green Mountain Coffee Program – 444427

*****VERY IMPORTANT*****

IN THE EVENT THAT K-CUP® PORTION PACKS ARE NOT AVAILABLE IN YOUR STORE ON THE DAY OF THE DEMO, PLEASE LET CONSUMERS KNOW THE FOLLOWING:

"K-Cup® portion packs are available in more than 13,000 retailers, supermarkets and wholesale club stores nationwide.

For more information about specific retailers, go to:
www.greenmountaincoffee.com/stores

There are also hundreds of varieties of coffee, tea and cocoa K-Cup® portion packs available at:
www.greenmountaincoffee.com and www.keurig.com. "

Thank you!