

Booth Promotions

Store, Mall, & Fundraiser

Handouts:

5 Fast Points to remember

Grocery Store Promotions

Successful and Fun- Store Promotions

Successful Store Promotions-Checklist

Dairy Food Safety Quiz

Food Safety Tips and Handouts

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5 Fast Points to Remember

Booth Promotions Store, Mall, and Fundraiser

1. Remember to include one of the “Key Messages”. Make sure consumers walk away understanding the message you are conveying.
2. Combine booth promotions with Newspaper and PSA opportunities to maximize the publicity of your message. Examples: Do a newspaper article with information on the key topic and include that you will be at a store (check with store regarding advertising see successful and fun store promotion handout). This is the first opportunity to introduce the key message you will highlight. Then, Do a PSA over the store intercom system while you are at the store (arrange this with the store manager during your first meeting), again an opportunity to repeat the key message. Now you can count this as three promotions!!! A Media/newspaper for the article, A Booth/store promotion, and a Media/PSA for the announcement!
3. If food is involved safety is a **MUST!** Remember to follow food safety guidelines.
 - Hand washing/ glove use
 - Proper cold/ice storage and displays
 - See food safety handouts and the PA Dept of Ag website
4. Use current Promotion Program ideas:
 - Your Milk Comes From A Good Place
 - Fill a Glass with Hope (PA Dairymen's Association)
 - 3-Every-Day of Dairy (Only Low-fat Milk, Cheese, and Yogurt)
 - Refuel with Chocolate Milk (Only Low-fat Chocolate Milk)
 - Fuel up to play 60 (National Dairy Council)
 - Milk Mustache Campaign
 - Milk Matters- National Institute of Child Health & Human Development
5. Create Fun Ideas to keep the consumers and **YOU** having fun!
 - Use Allied Milk producers promotion ideas
 - Use the Seminar Binder and PDPPS website for promotion ideas
 - See additional Supermarket Ideas (Grocery Store Promotion handout)
 - Brain storm with County Committee, Royalty, PDPPS Board of Directors, Seminar Speakers and past dairy royalty to create new ideas for Mall/Festival promotions.

Grocery Store Promotions

More dairy product purchases are made at the retail level- in supermarkets, grocery stores, or convenience stores- than anywhere else. This is an ideal place to promote REAL dairy foods. All types of people make food purchases at grocery stores- men and women, married and single, young and old. So when you're promoting at this level, options are almost limitless!

Basic Pointers for Retail Promotions:

- You play a vital role in any in-store promotion. You provide the personal contact with consumers. You and Your enthusiasm will make the promotion a success.
- Be sure to make advance contact with the store manager
- Offer to distribute samples of a dairy product that the store has on "special/sale" that week. With this arrangement, the store will usually donate the product for sampling.

Cross- Merchandising Sells Products

Whenever possible, try to cross-merchandise, or show consumers ways to use two unrelated products together. For example, arrange with store manager to promote cheese and crackers together. Sample the brands of both products, which the store has on sale that week (if such is the case).

Tips for Serving Cheese and Crackers

Serve on separate trays. Cheese should be stored on ice. If served together, crackers absorb moisture from the cheese, making the crackers soggy and the cheese dry.

When cross-merchandising, show consumers where in the store they can purchase the products. Encourage them to buy now, while they are in the store.

Other examples for cross-merchandising opportunities:

- Milk and chocolate syrup or other add ins
- Yogurt and fruit
- Cheese and ground beef...cheese burgers
- Cheese, Butter, and bread – Grilled cheese – try different types of cheese
- Milk and ice cream with fruit and or syrup...milkshakes/smoothies/drinks
- Sour cream and dry onion soup mix...dairy dip
- Cottage cheese and fruit
- Ice cream with toppings (fruit, syrups, nuts. Whipped Cream!)
- Ice cream and cones
- Butter on freshly baked bread, Cream cheese and bagels (work with bakery department)

Demonstration/Sampling Products

One of the best ways to make a sale is the “power of suggestion”. By merely asking a prospective consumer to taste a sample of dairy food, you may create a long-time dairy product consumer.

Store managers are usually very receptive to demonstrations and sampling because they recognize that the excitement they generate stimulates sales.

REMEMBER to follow Food Safety Guidelines! Often stores will prepare samples for you. Remember to wash hands, use gloves if you will be touching any food and keep products at appropriate temperatures.

Since sampling and demonstrations are such effective selling tools, here are a few suggestions to keep in mind when promoting via this method.

1. Try to limit the number of products used in a store food demonstration and select recipes that need minimal preparation time and equipment. Keep it simple!
 - You only have the attention of the consumer for a limited time
 - Simple recipes showing ways to use dairy foods will sell more product than complicated ones
 - Busy people want quick, easy-to-prepare recipes
2. Use tie-in products whenever possible (dairy and meat or dairy and produce)
3. Have the recipe ready to hand out. Even if it is a short, simple recipe, consumers need it in writing.
4. Know your product- You are the authority, not the consumer.

Know:

- How is it made?
- Where does it come from?
- What is in it?
- Nutrition information
- Uses other than the one being demonstrated
- Substitutions? (Fat free for whole milk? Broccoli for cauliflower? Swiss cheese for cheddar cheese?)

Refer to the “Product Information” section from your seminar binder for background on dairy products. These pages are also in your binders under the dairy knowledge tab.

5. Display the product on the demonstration/sampling table. Make sure consumers know what you want them to buy and sales will increase!

6. Remember: REAL

You are promoting REAL dairy foods for their superior taste and quality. **Do not confuse consumers with taste testing REAL vs. Imitation.** This could do more harm than good for the dairy industry.

Always promote the superior qualities of REAL dairy foods such as:

- Taste
- Nutrition
- Economical value
- Ease of preparation
- Versatility
- Variety

Additional Supermarket Ideas

- Provide stores with dairy product information sheets and/or recipe brochures to place in grocery bags
- Place help-yourself containers of dairy recipe brochures in the dairy case and/or at check-out counters.
- Encourage stores to highlight dairy products with special pricing.
- Arrange with the store manager to hold a “Dairy Walk” promotion. Place numbers on the floor of the store in scattered locations. Periodically throughout the day, make random drawings of the numbers and announce the winning number. The consumer standing closest to the number will win a free dairy product. Work with the store manager and offer prizes in cross merchandising with dairy foods.
- Hold a “Shopper Stopper” promotion. A designated committee member visits the store and randomly selects one shopper and offers to pay for all of the dairy products in his/her shopping cart. For best results, be sure to publicize the activity in advance so shoppers stock their carts with dairy foods.
- Make Dairy Bingo game cards for shoppers to complete when shopping, finding certain dairy products in isles all over the store. Have them drop completed cards off after checking out for a chance to win a prize basket.

Successful and Fun- Store Promotions

- I. Preparation (Committee Person, Princess/Ambassador)
 - A. Schedule your date:
 1. Phone store manager (this can be done 5-6 weeks in advance, but let them chose the time frame they would like you to come in)
 - a. Another option is to stop in the store during a non-high traffic time and ask to speak with a manager. On your way to or from another promotion is a great time to stop!
 2. Ask to be in the store during its busiest hours- plan to be there 4-6 hours
 3. Discuss which key message you would like to use for promotion
 4. Plan what/if you will sample:
 - a. Product should be available at the store on a regular basis
 - b. Keep it simple
 - c. Can it be made ahead (remember food safety)
 - d. Find out what product(s) the store will provide. Who will pay- You or store?
 - e. Will your product be on sale?
 - f. Will the store prepare it for you (Deli will often cube cheese, etc)
 5. Media: Advertising- Store and/or you
 - a. Will store include you in its advertising?
 - b. May you announce that you will be appearing at the store (Newspaper article with the key message can be used as a Media for incentive)
 - c. Can you use social media to promote that there will be a promotion. Can you link in with their social media? (could be used in conjunction with other social media posts for incentive)
 - d. PSA – speak with manager about doing a PSA over the store intercom system (remember to include key message to count for incentive)
 - B. Order Materials- Recipe folders, cups, toothpicks, children’s handouts, etc.
 - C. Visit store and Manager- 1 week ahead of appearance
 1. Review plans- date, time, and product
 2. Know where you will work
 - a. Best location- near dairy case where product will continue to be sold, or at the entrance of the store to greet customers.
 - b. If needed arrange for a work space in a back room where product can be prepared for sampling – remember food safety.

D. Study your FACTS:

1. Product Information – PDPPS Member’s Only Website
2. Building your Dairy Promotion Notebook- Seminar Binder
3. Product Information Sheets
4. Dairy Princess Handbook:
5. Sources of Information you can refer people to

II. Day of(or before) Promotion - Part One:

(Committee Person, and/or Princess/Alternate/Jr. Representative)

1. Gather Supplies- Take to Store

Make Check List

Table	Punch Bowl	Mixer
Cloth	Trays	Knives
Signs, Posters	Napkins	Ladle
Wastebasket	Toothpicks	Tablet/Pen
Recipe Folders	Children’s Handouts	Decorations

2. Go early (45-60 minutes ahead of scheduled promotion)
3. Contact manager upon arrival at store
4. Set up Display (always have cloth or posters to put around the table like a skirting so that anything you have stored under the table is not visible to consumers)
5. Collect and display sample products
6. Check the Dairy Case:
 1. Location of Products
 2. Familiarize yourself with pricing on current sale items
 3. Take inventory of products to be sampled (you will use this # later to determine how much product was sold while you were there!)
7. Learn store layout (this makes you a valuable person to have in the store because you are better able to assist customers)
8. Prepare product for sampling (away from sampling table- bring to the table as needed)
Using a small area in the back room for preparation is desirable but don’t get in the way of employees doing their job.

Remember Food Safety! Beware of Cross-Contamination!

9. Visit the restroom: just before starting promotion- Put hair up or back if long, put on crown and sash. **Wash hands!** Smile!

- III. Day of Promotion- Part Two: Princess/Alternate/Jr. Representative
 - I. Be confident (you know more than most consumers)
 - II. Be friendly
 - III. Listen to consumers and answer questions intelligently. Don't be afraid to say you don't have the answer but will be happy to send the answer. Get contact information. Have a list of good websites to handout. Don't forget to follow up.
 - IV. Show- have product displayed attractively. Have recipe folders on your table and handouts for children readily available.
 - V. Ask- customers to buy!
 - VI. Straighten- the dairy case, your table, the floor and surrounding area
 - VII. Don't
 - a. Sit
 - b. Chew gum
 - c. Eat while demonstrating
 - d. Visit with friends or store employees for more than a few moments
 - e. Remember: you are there to promote your product and help the store
- IV. Follow up (Princess/Alternate or Committee Person)
 - A. Count remaining product- figure the number of items sold
 - B. Clean-up: Make sure the area where you were working is left clean and orderly. (This includes your back-room space!)
 - C. Say good-bye and thank the manager when leaving, tell him how much product you sold.
 - D. Send a personal note of Thanks!
 - E. Follow up any referrals
 - F. Make notes on Do's and Don'ts after the event for future reference

Successful and Fun- Store Promotions

Name of Store: _____

Name of Contact Person/Position: _____

Address of Store: _____

Phone Number: _____

Who will attend: _____

I. Initial Contact:

- _____ A. Contact store to schedule promotion (phone or in person)
 - _____ 1. Date and time of promotion: _____
 - _____ 2. Key Message to be delivered? _____
 - _____ 3. Product to promote: _____
 - Will it be on sale? _____
 - _____ 4. Who will pay for product and supplies? _____
 - _____ 5. Who will advertise/ when? _____
 - Can you write an article, do social media?
 - _____ 6. Will you be able to do a PSA at the store? _____
- _____ B. Order promotional materials needed. (recipe brochures, handouts, etc)

II. Follow up Contact:

- _____ A. Visit store and talk with manager/contact person (if far place phone call)
 - _____ 1. Review date, time, key message, and product
 - Let manager know you will arrive early to set up/prep.
 - _____ 2. See where you will work (including prep area if using)
 - _____ 3. Learn layout of store
 - _____ 4. What supplies will store provide:
 - _____ Table _____ Tablecloth
 - _____ Wastebasket _____ Napkins
 - _____ See store promotion list for other items needed
 - _____ 5. Submit newspaper articles/ Do social media posts
 - _____ 6. Review facts: Product information

III. Day of Promotion:

- _____ A. Take all necessary supplies: See list area below
 - _____ B. Arrive early (45-60 minutes ahead of scheduled appearance time)
 - _____ C. Contact manager upon arriving at store
 - _____ D. Familiarize yourself with the store layout so you can give directions
 - _____ E. Set up display, and any items needed if you are doing interactive activities throughout the store

 - _____ F Visit restroom just before starting promotion. **WASH HANDS!**
 - _____ G Count number of product and keep track of what is sold during promotion
- _____ Starting # - _____ Ending # = _____ Total Sold

IV. During Promotion

- _____ A. **SMILE**
- _____ B. Answer questions
- _____ C. **ASK PEOPLE TO BUY**
- _____ D. Do PSA to remind customers of the key message (counts as a Media/PSA)
- _____ E. Tidy Dairy Case periodically (pull product forward)
- _____ F. Clean up at end
- _____ G. Thank manager, tell him/her # of product sold (above)

V. Follow Up

- _____ A. Send a personal thank you
- _____ B. Contact anyone who had questions that you needed to get answers for

Items to take and Notes for next time

_____ - _____	_____	_____
_____ - _____	_____	_____
_____ - _____	_____	_____

Notes:

Dairy Food Safety Quiz

Directions: Select the best answer to the following questions.

- 1. What is the meaning of the date, which appears on fresh/refrigerated dairy product packages?**
 - a. It is the day retailers must pull unsold products from the shelves.
 - b. It is the day consumers should discard the product.
 - c. It is the day the manufacturer packaged the product.
 - 2. Which has a shorter shelf life?**
 - a. Salted butter
 - b. Unsalted butter
 - 3. After opening cheese, how should it be stored?**
 - a. In the refrigerator wrapped in aluminum foil.
 - b. In the refrigerator tightly wrapped in plastic wrap/airtight container.
 - c. In an airtight container at room temperature.
 - 4. Which of the following is a food safety practice when grocery shopping?**
 - a. Make the dairy case your last stop before checking out.
 - b. Purchase only dairy products with dates that have not expired.
 - c. Purchase dairy products in packages with secure tamper-resistant seals.
 - d. All of the above.
 - 5. In what type of container should milk, cream, cottage cheese, and other similar products be stored?**
 - a. In their original containers.
 - b. In a covered plastic container.
 - c. In glass containers.
 - 6. To maintain maximum freshness, milk should be stored in the coldest area of the refrigerator. Where is this?**
 - a. The door.
 - b. The area nearest the freezer.
 - c. The bottom shelf.
 - 7. What factor has the greatest effect on the safety of dairy products?**
 - a. Temperature
 - b. pH
 - c. Ultraviolet Light
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Dairy Food Safety Quiz

Answers

1. a It is the day retailers must pull unsold products from the shelves. This date is known as the “sell by” date. It appears on all fresh/refrigerated/frozen dairy product packages. Products generally can be used for a few days after the sell-by date if they have been properly stored. Length of time after sell-by date is product specific.
 2. b Unsalted Butter
Salt not only brings out the flavor in butter but also acts as a preservative
 3. b In the refrigerator tightly wrapped in plastic wrap/airtight container. Plastic wrap helps cheese from drying out. Cheese should be refrigerated
 4. d All of the above
 5. a In their original containers. These containers were designed with this purpose in mind
 6. b The area nearest the freezer. This area is usually the coldest. They should also be stored toward the back so that warm air doesn’t touch them each time the door is opened. If stored on the door they warm each time the door is opened.
 7. a Temperature.
When dairy products are exposed to higher than recommended temperatures, they will develop off flavors. Lower than recommended temperatures will cause changes in the consistency of some dairy products, such as cream and cheese.
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Hand washing

Food service workers are the most important key in preventing food-borne illnesses. Humans carry bacteria all the time. Because they handle food, care must be taken to prevent bacteria from entering the food.

Wash hands thoroughly and frequently.



<i>Thoroughly means:</i> <ul style="list-style-type: none">• Use warm/hot running water• lather with an antibacterial soap• Scrub under nails, between fingers, back of hands, and up wrists• While scrubbing, count to 20 or sing your favorite song— OLD McDonald had a farm!!!• Rinse hands• Lather again• Give hands a final thorough rinse• Dry hands with paper towel• Turn water off with paper towel	<i>Frequently means:</i> <ul style="list-style-type: none">• Before starting work/promotion• After using the restroom or taking a break• After touching or being around animals• After coughing, sneezing, or blowing the nose• After touching head, hair, open wounds, sores, nose• After and between touching raw poultry, meat, or fish• When changing job assignments-• After touching chemicals• During food preparation as needed
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Alcohol Hand Rubs, Gels or Rinses

Alcohol hand rub, gel or rinse sanitizers are disinfectants containing at least 60 per cent alcohol. Alcohol hand sanitizers can be used after washing hands with soap and water as an additional agent to kill germs. These products are not intended to be used in place of Soap and water but may at times be used when soap and water hand washing is not possible. To use these products put an amount the size of your thumbnail in your palm and carefully rub your hands all over including under your nails. If your hands are visibly soiled, wash your hands using warm water and soap and dry them completely before applying the alcohol hand sanitizer. The alcohol content will completely evaporate in fifteen seconds. Alcohol hand sanitizers are safe for children to use under supervision. Alcohol hand sanitizers will not contribute to the emergence of microbial resistance because there is no alcohol left behind to promote adaptation. Since alcohol has a drying effect many of these products contain emollients to make them gentler on the skin.

Gloves

Disposable plastic gloves give food-service workers a false sense of security. Employees often abuse gloves, cross contaminating food unintentionally. Employees should change and destroy gloves as often as they would wash their hands. Wearing gloves to handle raw meat, then performing another task causes cross contamination. Gloves should be worn whenever touching food. Hands should be freshly washed and dried before putting on gloves.

Handwashing



1

Rinse
hands
with
warm
water



2

Apply
soap



3

Scrub
for
20
seconds



4

Rinse
hands
with
warm
water

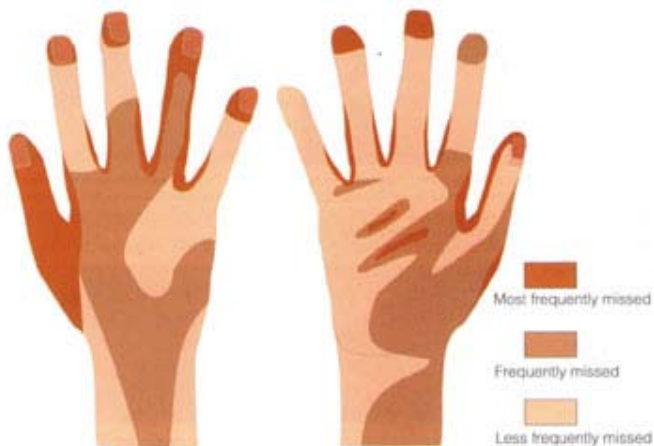


5

Dry
hands
with a
paper
towel

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Frequently missed areas



Source: National Audit Office census, February, 2000. © UK National Audit Office
techniques result in some areas of the hands consistently being missed

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Glove use

Gloves must be worn when handling ready-to eat foods

NO BARE HAND CONTACT

- Gloves protect the consumer
- Change when you change activities
- Wash hands before putting gloves on and after removing.
- Bandage cuts and cover with a glove

Remember, glove use does not replace hand washing.



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Hand Antiseptics

Hand antiseptics DO NOT replace proper hand washing.

- Always wash hands with soap and warm water.
- Hand antiseptics may be used in conjunction with handwashing.



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Safe Food Storage: The Refrigerator and Freezer

For best results, use packaging designed for refrigerator/freezer storage. This extends shelf life and protects food from damage, contamination, and deterioration.

- Use foil, plastic wrap, plastic bags, or airtight containers designed for refrigerating or freezing food. Moisture- and vapor-proof materials are best.
- Clean your refrigerator regularly to reduce food odors and cross contamination. Remove spoiled foods immediately so decay cannot pass to other foods.
- Refrigerator temperature between 34 to 40 degrees Fahrenheit is best. Perishable foods stored at temperatures above 40°F spoil rapidly and may allow pathogen growth. Check temperatures with a refrigerator thermometer.
- Keep your freezer clean and at 0°F or lower.
- Use foods quickly. Don't depend on maximum storage time. Label and date the package for easy identification.

DAIRY

Butter	3 months	12 months	Freeze in original carton, overwrap with plastic freezer bag.
Buttermilk	1-2 weeks	N.R.	Check date on carton. Will keep several days after date.
Cheese:			
cottage, ricotta	5-7 days	1 month	Freezing changes texture of soft cheeses.
cream cheese	2 weeks	1 month	Becomes crumbly when frozen; can be used cooking when creaminess is not important.
Natural, aged cheeses (cheddar, swiss, brick, gouda, mozzarella, etc.)			Natural and processed cheeses can be frozen.
large pieces, packaged or wax-coated	2-3 months	6-8 months	Defrost in refrigerator; cheese will be less likely to crumble. Use soon after thawing.
slices or opened packages	2-3 weeks		
parmesan, romano (grated)	12 months		
Pasteurized process cheese	3-4 weeks	6-8 months	
Coffee whitener (liquid)	3 weeks	See package	
Cream, light or half & half		3-4 weeks	
(UHT processed-unopened)	4 weeks		
(UHT processed-opened)	1 week		
Cream, heavy or whipping	1 week	N.R.	Whipping cream will not whip after thawing. Whipped cream may be frozen and stored for 1 to 2 weeks.
Dip, sour-cream:			
commercial	2 weeks	N.R.	
homemade	3-4 days	N.R.	
Milk:			
evaporated, opened,	3-5 days	N.R.	
fluid whole or low-fat	1 week	N.R.	
reconstituted nonfat dry	1 week	N.R.	
sweetened, condensed,			
opened	3-5 days	N.R.	
Sour cream	2-3 weeks	N.R.	Sour cream will separate if frozen.
Whipped topping:			
in aerosol can	3 weeks	N.R.	
prepared from mix	3 days	N.R.	
frozen carton (after thawing)	2 weeks	N.R.	
Yogurt	1 month	N.R.	Yogurt will separate if frozen.

N.R. = Not recommended.