



Manual for hostesses

ABC cream cheese presentations



ON EVERY PROMOTION SHOLUD BE:

Article	Amount
Promo table	1
Roll up	1
Leafles	300
Shopping bag	20
Hand gloves	3
Knives	2
Napkin	2 packaging (1 white, one blue)
Cracekrs	3 packaging

APPEARANCE OF HOSTESSES

Clothes

- Branded T-shirt (if you cold, please wear double T-shirt **under** the branded one)
- Branded apron
- Your own trousers

Hair

Since you are going to work with food, please tied your hair (if you have long hair).

DIRECTIONS FOR HOSTESSES

Put some cheese on crackers, crackers on plate and offer consumers to taste ABC - new cream cheese on your market.

You should wear gloves while you dealing with food.

Remember or write down comments of consumers. Ask them about their comments – how do they like ABC cream cheese? What are they consume usually (on this question try to have answer is ABC cream cheese better for them than their usual choice).

Try to track and count selling of ABC cream cheese during promotion and write it down for the agency.

If someone buys more than 3 packaging of Abc cream cheese, you can give them a shopping bag.