

WINE TASTING EVENTS

Signature is continuously striving to improve our working relationship with our clients and distributors. We also are always looking at way to improve our performance in the industry. With this in mind we are implementing the following guidelines:

Confirmation

- ***Please confirm with the account, as soon as you receive your paperwork, that sufficient inventory is available to proceed with the demonstration. MAKE SURE YOU GET THE NAME OF THE PERSON YOU SPEAK TO and that you write it on the form!!!!***

Attire

- *Business casual; black pants or skirt with a white or black top. No stains and clothing should be freshly ironed. The top should be appropriately buttoned for business casual. No jeans, shorts, tennis shoes, flip flops or tight clothing of any kind. Nails should be clean and trimmed. No piercings visible other than in your ears and earrings should be business casual appropriate.*
- *No wearing of excess perfume or cologne which is bothersome for guests and could affect their wine tasting experience.*

Tables

- *Should be covered with a black tablecloth that covers the table to the ground where nothing under the table is visible. The tablecloth should not touch the ground. No Styrofoam coolers only ice buckets for chilling of wine. Please display a sign (provided by Signature) that states "we check ID" for anyone under the age of 21. Keep your table neat and organized at all times.*

Cups

- *Cups can be purchased at Publix, Kmart, Wal-Mart, etc. They are 3 ounce cups and cost \$1.99 for a pack of 80. See the website for a description/photo of the cups.*

Parking

- *Please park your cars in neighboring lots and/or away from the building, leaving spaces for attendees closest to the building. Many stores have a designated parking area for staff working the event. Ask if you are not sure where to park.*

Arrival

- *Suppliers and tasting company representatives are asked to arrive **at least 30 minutes but no later than 15 minutes prior** to the start of the tasting*

This gives you plenty of time to:

- 1. Park your car away from the building*
- 2. Unload your products*
- 3. Check in with Wine Super, Store Mgr. and/or store staff*
- 4. Set up your table*
- 5. Inventory your products*
- 6. Chill sample bottles you are providing*
- 7. Open wines (don't forget your opener)*
- 8. Walk the store to find the location of your products*
- 9. Review tasting notes on each product*
- 10. Use the restroom*
- 11. Etc.*

During the Event

- *Please stay at your table, do not leave the table unattended! DO NOT make phone calls, text and/or email, eat, chew gum or leave to use the restroom etc.*
- *Do not open more than the allotted number of bottles. DO NOT pull your own bottles from the shelf.*
- *Open one bottle of each product, do not open the 2nd bottle until the first is depleted*
- *Please do not pour more than **one ounce**, this is not a happy hour it's a "tasting"*
- *Please eat before you arrive, do not sample other demonstrator products that are in the store at the same time, all foods have been prepared for customers.*
- *NEVER give samples to EMPLOYEES of ANY LOCATION you work!!!! Each location has specific rules for their employees regarding drinking on the job as does Signature Concepts. DO NOT interfere in that policy by serving alcohol to employees.*

End of the Event

- *Please discard all empty bottles.*
- *You **must** check out with the Wine Supervisor or Store Manager before leaving the store to verify the inventory you opened (even if you brought your own samples) and make sure that you have a store stamp on your paperwork verifying that you were at that location.*
- ***If you have any questions or issues CALL our office or Gail's cell phone. DO NOT WALK OUT of the account without calling your coordinator or the office or you risk not being paid.***

Thank you for all your hard work! It is appreciated!
