

Inspired Choices In-Store Sampling Program



Sampling is the best marketing vehicle to introduce your products to consumers to gain product trial, gain overall sales lift and retain consumer brand loyalty. Whether it's a new item, slow moving item or existing items that you want reintroduced PromoWorks can help!

RESULTS EXCEED EXPECTATIONS!

- Average Sales Lift = +530%
- Average Trial Purchase Increase = +60%
- Average Trial Acceleration = +8 Weeks
- Average Shopping Basket Increase = +10%



The benefits of using PromoWorks as your AWG Demo management company for Inspired Choices Demo Program:

- **We are a one stop shop** (whether you choose one, three or eight AWG Retail Groups, PromoWorks is your one and only contact from the beginning to the end)
- We provide turn-key services
- We handle all fulfillment & shipping
- We handle all retailer communication/sign-up
- We provide a training manual for all programs
- We provide final reporting for all retailers executed
- We provide one final bill at the completion of the demo

The Event Fee is \$125 (*labor only*) for a six hour demo. **This Event Fee excludes:** Albertsons DFW, Price Chopper, Cosentino's, Hen House, Balls, Ramey's Price Cutter, Houchens, Homeland, Reasors, Crest, B&R Super Savor, Alliance Group Retailers and any other in-house/exclusive retailers. These retailers require a custom quote. Call for details!

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