

SUPERFRIDGE

In-Store Opportunities



Merchandiser Training Manual

800-733-2999

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Welcome to the Superfridge program, we hope that you enjoy merchandising for us!

In-Store Opportunities (Superfridge) was founded in 1983. Our corporate office is based in Middletown, Connecticut, with satellite offices nationwide. There are over 700 merchandisers servicing over 3300 Superfridge units nationwide.

Merchandising is presenting products in their best light to generate more sales. No matter where you are purchasing a product, chances are your buying decision has been influenced by the way the products were merchandised. In your role as a merchandiser for Superfridge, you will be expected to help major manufacturing and grocery chains present their product to the best advantage in the retail environment. The expertise and experience of good, qualified merchandisers provides the framework for customer satisfaction and the commitment to quality.

How the Superfridge Program Works:

The Superfridge Program is an in-store promotional program that has been operating for over twenty years. Food manufacturers, as an alternative to more traditional advertising methods, utilize the Superfridge unit to act as an in-store display for consumer impulse purchases by highlighting their products for a two-week promotional period.

The Superfridge Sales team coordinates each individual promotion. They work with the food manufacturers, marketing and sales departments, brokers and food retailers. As a merchandiser, your main contact at Superfridge headquarters will be the Territory Manager assigned to your market. Superfridge headquarters provides all necessary materials and support to become a successful merchandiser.

Merchandisers service each Superfridge display unit by visiting the participating store on two designated days of the week. The visit day is scheduled and constant based upon the grocery chain requirements. However, the time of the visit is generally flexible. Twice a week, merchandisers will service and clean the unit, place signage and pricing, and stock the unit. Superfridge merchandisers will work with store personnel to suggest orders for the present promotion and to furnish advance notice of the upcoming promotion.

Upon completion of each service visit, merchandisers report information to a web-based reporting system called FieldLink. This report serves two functions, to validate and insure compensation, and to report information concerning the current promotion. This information is utilized by Territory Managers who create a summary for the manufacturing sponsor of the promotion. As a merchandiser, you will be responsible for interacting with clients and providing reliable, high quality execution merchandising efficiently.

Who is your "client" or "customer"?

Your client/customer can be any or all of the following:

- The merchandising company that you are employed by
- The retail store that you are performing the work in
- The manufacturer who is paying to have you do the work
- The customer in the store who will be buying the product

Merchandisers are encouraged to go the extra mile and build strong relationships with valued business partners and to understand the client's business and competitors. Nothing ensures loyalty like great service.

Safety in the Workplace

Merchandisers are expected to assist in accident prevention activities.

Accident prevention is a basic requirement of your position as a merchandiser. **You will be held accountable for unsafe behavior.** It is the responsibility of each merchandiser to accept and follow Superfridge's established safety regulations and procedures. Working safely is a requirement of the job; any unsafe conditions must be reported immediately. The best way to eliminate accidents is to avoid unsafe practices. Maintenance is a constant process needed to keep the workplace free of debris and other hazards while putting all things in their proper place. It is the responsibility of every employee to observe these practices at all times.

Some tips are:

- Keep work areas clean and orderly. Carts, boxes, and other equipment must be pushed to one side of the aisle while you are working. The aisle must be open to customers and easily accessible.
- When cleaning, scraping, etc the Superfridge unit, place the sandwich board which says "danger - wet floor" out on the floor so it is visible to anyone walking or working near you.
- Store all tools, equipment and supplies in their proper place. When a box cutter is not in use, the blade must be kept in the closed position, locked with the guard in place. Razor blades are strictly prohibited.
- Be aware of floor surfaces. Wipe up all spills. Notify store personnel if additional help is needed.
- Place trash in the proper trash containers.

Slips, Trips & Falls

Slips, trips and falls are among the most serious accidents that occur in retail stores and similar work environments. Some precautions include:

- Wearing proper shoes that enable you to move comfortably and maintain firm footing — open-toed shoes or sandals are not acceptable. Make sure the soles of the shoes are designed for the surface you are working on.
- If you see a spill, make sure it is cleaned up. Don't ignore the spill. If you fail to clean it up or notify someone that the spill exists, someone else may slip and fall.
- Keep aisles and doorways clear of boxes, product, fixtures, and tools.

Lifting Injuries

Improper lifting is the greatest single cause of back pain and injury, so it is important that merchandisers learn and practice good lifting techniques. Remember, if you think you need help in lifting, ask for it!

Correct Lifting Techniques:

- Stand close to the object you are lifting & plant both feet firmly on the floor, shoulder-width apart.
- Squat down close to the object with your back straight, knees bent and stomach muscles tight.
- Grip the object firmly with both hands, not just your fingers.
- Stand up slowly, keeping your back straight and letting your legs do the lifting.
- Avoid bending from the waist. Keep your knees bent and back straight when lifting from the ground.
- Reverse the above procedures to put the load down.

Protective Equipment

You should know how to protect yourself from the potential hazards of your work environment. You can reduce any danger by using protective equipment while working in your merchandising position. Here are some things to consider:

- Gloves should be worn when unloading or handling refrigerated/ frozen products.
- Wear gloves when using box cutters. Use one-sided blades with safety handles. Cut in a direction away from your body. Store sharp blades in a safe manner when not in use. Never leave a sharp blade unattended on the sales floor.

Safety Check-List

Don't overestimate your own strength.

Use equipment — hand trucks, dollies, etc. vs. lifting when possible.

Break a large load into smaller loads.

Remove any objects you might trip over.

Before entering the cooler/freezer, be sure you have asked about what precautions to take to prevent accidental locking of the cooler/freezer doors behind you.

Check the object you'll be carrying for rough or jagged edges.

Adjust working heights to prevent slumping or excessive reaching.

Wear gloves with a good grip.

Wear shoes with reinforced toes and non-skid soles.

Push — don't pull if the load is too heavy or too large.

Know where the first aid kit is in each of your stores.

If you are taking medications, be aware of its effect on performance and take precautions.

Do not work if you are ill or impaired by fatigue.

Driving

Motor vehicle accidents are the leading cause of work-related deaths in the United States. Merchandisers should:

Always wear a seat belt when driving. Insist that all your passengers also wear their seat belts.

Drive the speed limit.

Plan enough time to arrive at your work site.

Observe all traffic ordinances.

You are responsible for all traffic violations that occur while you are driving for work.

Follow your company's policy on reporting traffic violations and accidents.

Do not drink and drive.

Obey laws prohibiting or restricting the use of cell phones while driving.

Standards of Conduct

Standards of conduct are necessary to help everyone work together as a team and to protect merchandisers and customers.

Unacceptable behavior will not be tolerated by Superfridge or your merchandising company. Unacceptable behavior is defined as

"Any personal conduct which substantially impairs the merchandiser's ability to function effectively by reason of its detrimental effect either on the merchandiser's relationship with other team members or on the reputation of your company."

Examples of unacceptable behavior may include but not be limited to the following:

- Unauthorized absences from work (if you cannot show up for work, it is your responsibility to get hold of your Territory Manager immediately)
- Consistent failure to report visits made to the store
- Merchandisers are strictly prohibited from possessing, using alcohol or illegal drugs during working hours (this includes non-prescribed drugs and inappropriate use of over-the-counter drugs while working).
- Dealing in illegal drugs, regardless of whether such conduct occurs during or after working hours, is prohibited
- Sharing of confidential/proprietary information about your company, the employees or its customers and clients
- Damaging or destruction of company property or store property
- Bringing personal firearms or weapons onto the client's property
- Theft
- Insubordination to your supervisors or to the store management
- Falsifying visit reports
- Be sure your job is completed before you begin any personal shopping

Ethical Behavior/Work Quality

Always remember that your actions reflect on client and store images.

Within the stores, and in all your contact with store personnel, you must conduct yourself in an exemplary way. This includes appropriate and professional dress, language and treatment of people, including team members, customers and store employees. Remember, you have chosen a career in the Service Business. The only product you have is what you can do for your customers.

Merchandisers who go the "extra mile":

- Pay attention to the small details that are important to their customers (i.e. internal and external) and reporting information accurately and on time.
- Are trained to do things that are important (trained on the fine points of handling customer problems)
- Are encouraged to go above and beyond on customer service

Dress Code and Grooming

Your company's reputation is maintained by the image its merchandisers present to the clients, customers and team members.

It is extremely important that you dress in a professional manner at all times. Know your company's policy on dress code and grooming. As a professional merchandiser, it is important to:

- Maintain a neat and clean appearance. Wear your nametag at all times. Use good judgment in selecting on-the-job clothing
- Conservative, casual attire and sneakers or rubber-soled shoes are appropriate for your merchandising position. Cutoff or ripped jeans, very short shorts, tee shirts with off-color or offensive wording, halter tops and swimwear are considered inappropriate at any work site. Any revealing clothing is unacceptable.

Superfridge Unit - Hussmann Model



Lower right of Superfridge Hussmann unit

Height: 34.75"
Width: 35.63
Depth: 24.75

Mode Switch
Refrigeration / Freezer

Superfridge Unit - Aucma Model



Mode
Switch

Lower right of Superfridge Aucma unit

Refrigeration / Freezer

Height: 34.75"
Width: 35.63
Depth: 24.75

Placement of Riser Card Holders

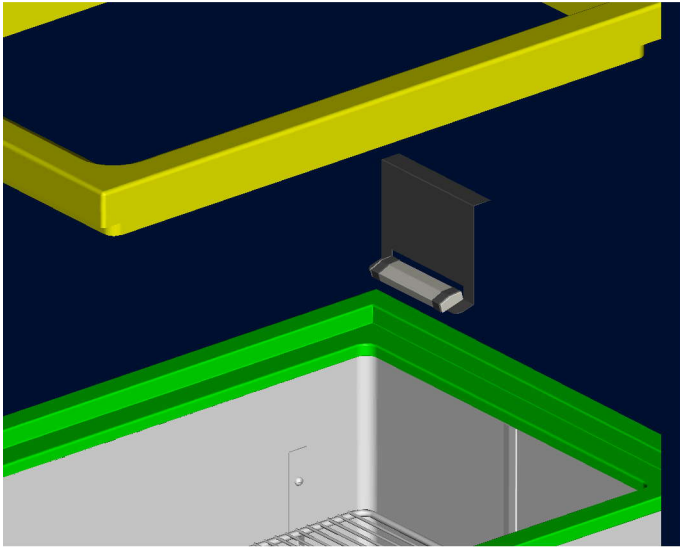
You will be provided one riser card holder and Plastic Price Card Sleeve per unit. Place the riser card holder 3 inches from the right side of the unit. Please remove the adhesive cover to attach to frost shield.

Place store price card in
plastic price card holder
& portion of riser card in
2nd riser card holder here.

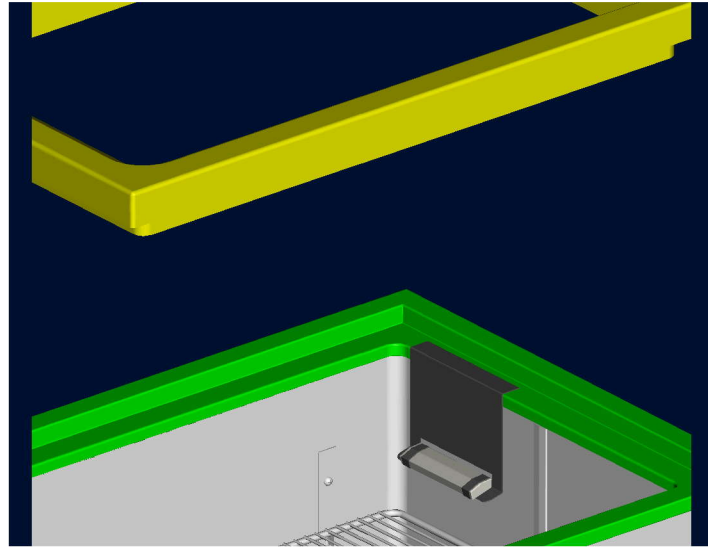


Thermometer Placement

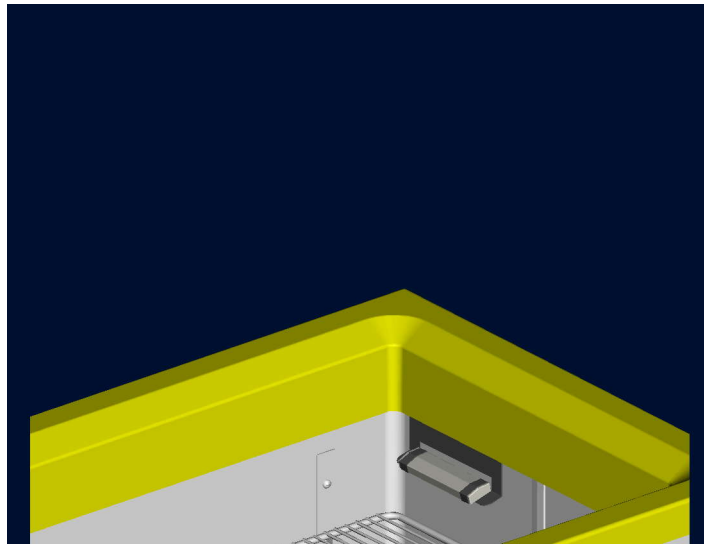
1. Remove frost shield



2. Place thermometer bracket on the interior side of the Superfridge unit



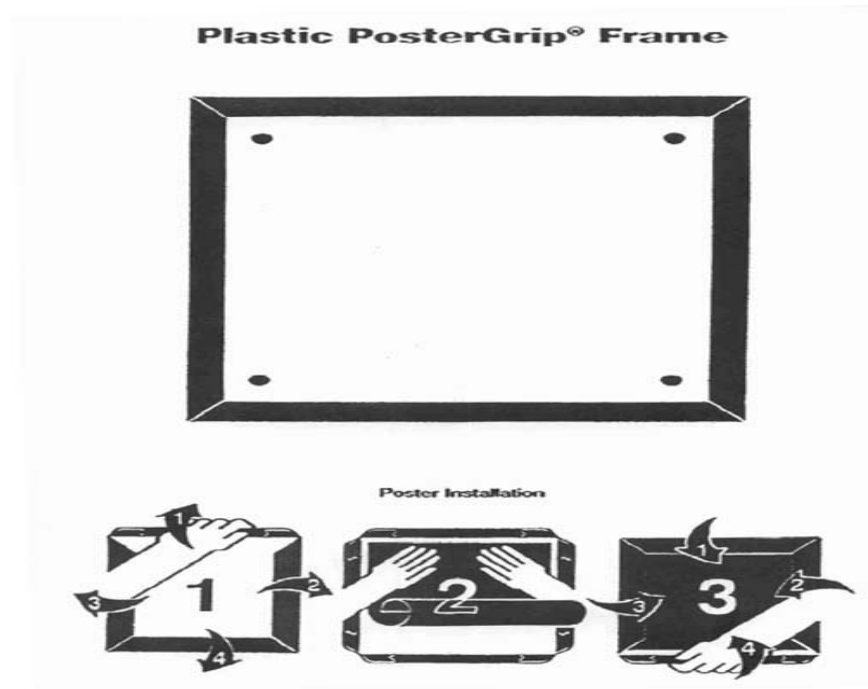
3. Replace frost shield on unit over thermometer bracket



The Superfridge Unit(s)

Clean the exterior extensively with spray cleaner and paper toweling. Remove tape residue or other marks/blemishes on every visit.

<u>Component</u>	<u>Description</u>
Frost Shield	Plastic piece at top of the unit. The bottom provides a starting point to scrape frost from interior of the unit.
Grates	Black, metal, removable pieces which protect the compressor and other mechanics.
Riser Card Holder	Plastic piece located on top back of frost shield, used to hold riser card and price card.
POS Frame	Plastic frame on exterior sides of the unit to help position and secure posters



Sign in Pouch	Located on the back of the unit. Used to hold merchandiser's sign in card.
Load Line Indicator	Metal plate on interior wall indicating maximum product level that unit can maintain at proper temperature.
Mode Switch	Will change from refrigeration to freezer mode. Husmann Unit - <i>Flip up for refrigeration and down for freezer.</i>
Thermometer (Husmann Unit)	The temperature readout is on the back side of the unit near the mode switch.
Shelf Brackets	4 brackets affixed to interior of unit. Used to support shelf and to regulate shelf height as necessary to accommodate product levels.
Shelf	The shelf keeps the product elevated from the bottom of the unit's interior.

Switching the unit from Freezer to Refrigeration Promotions

- **Flip the mode/toggle switch to the appropriate position**
- Immediately remove the prior promotional product
- Relocate as directed by department manager or store policy either to the backroom freezer or sales floor shelf
- Scrape the interior and remove all frost/ice
- Restock with new promotional product

Melting ice cannot be left in the unit as it will leak onto the floor. The correct temperature range for refrigeration mode is 33 – 38 degrees Fahrenheit.

Switching the unit from Refrigeration to Freezer Promotions

- ***Flip the mode/toggle switch to the appropriate position***
- Immediately remove the prior promotional product
- Relocate as directed by department manager or store policy either to the backroom cooler or the sales floor shelf
- Clean the unit
- Restock with new promotional product

The correct temperature range for freezer mode is -10 degrees Fahrenheit.

<p>Dials for the thermostats are found behind the back panel. Please do not adjust the dials unless instructed by your Territory Manager:</p>
--

IMPORTANT STEPS IN DEFROSTING THE SUPERFRIDGE UNIT!!!

When promotions switch from a frozen event to a refrigerated event, any ice or frost in the unit **WILL MELT.**

Once the unit has been defrosted **YOU MUST** bring the unit into the backroom to drain any water that has settled at the bottom.

To do this:

1. Unplug unit; bring into the back room.
2. See if there is a designated area in the back with a drain in the floor that can be used. If not ask to borrow a bucket that will fit under the drain.
3. All units should have an exterior and interior drain plug. Place unit over the floor drain, or over the bucket and remove both drain plugs to drain the water out of the Superfridge unit. Once water is drained **PLACE BOTH PLUGS BACK** into their spots.
4. Remove any remaining water from unit by wiping interior dry with paper or cloth towels.

*Please also note that the Hussmann units have drain tubing. If the tubing is clogged, use a wire coat hanger to unclog. If tubing cracks or becomes dislodged, causing unit to leak, **call SF immediately for unit repair and do not return unit to sales floor.**

On your next visit check to see if all your units have the necessary drain plugs. If you believe they are missing call your Territory Manager or Assistant Territory Manager immediately for replacement parts!

Missing drain plugs or units that fill up with water could cause serious safety issues on the sales floor!

Generic Posters

This is an example of the generic posters you will be provided. They are to be saved as back up posters should something happen to your regular posters and your Territory Manager needs to ship out new ones to you.



A Typical Service Visit Sequence

Merchandisers will visit each store four (4) times during each promotion on the designated visit days, unless otherwise notified by their Territory Manager. Certain duties are required at each visit, while other duties are specific, depending upon the visit number.

Make an appearance at the Customer Service desk to identify yourself as a Superfridge merchandiser at each visit and/or speak with your appropriate store contact - Frozen Food, Dairy, Grocery or Store Manager.

Visit #1 (Promotional Set-up)

1. Remove previous promotional product from unit and replace items to stock as directed by store personnel or store policy.
2. Check inside drop-in thermometer for correct temperature. Set mode switch for current event (*refrigeration mode for dairy/meat products and frozen mode for frozen products*). If a valid temperature is not reached, do not stock product, notify your Territory Manager from store.
3. Scrape interior and remove all frost/ice.
4. Remove and discard previous event POS materials and price card.
5. Clean interior and exterior of unit, remember to include grates. Pull unit away from wall and be sure to wipe down backside of unit as well, including grates.
6. Affix current POS.
7. Check backroom thoroughly for promotional product. Only after you have searched backroom and find no product should you ask store personnel if you can remove product from shelf to stock unit.
8. Scan current featured item for pricing. Place price card (use computer generated as store policy designates.)
9. Note number of pieces of previous promotion removed from unit, number of pieces used to stock unit, and pricing. Did the promotional item appear in the store flyer? ***(This information is critical to your FieldLink visit report)***
10. Initial and date visit card attached to unit.
11. Always be certain that area around unit is free of debris from your service visit.
12. Remember to report your service visit to FieldLink when all assigned stores are serviced for the scheduled visit day.

** POS is defined as posters and risers depicting the promotional product.*

Visit #2 (Follow-up)

1. Check inside drop-in thermometer for correct temperature. If a valid temperature is not reached, do not stock product, notify your Territory Manager from store.
2. Scrape interior and remove all frost/ice.
3. Clean interior and exterior of unit, remember to include grates.
4. Restock unit with featured item (or substitute). Check backroom thoroughly for promotional product. Only after you have searched backroom and find no product should you ask store personnel if you can remove product from shelf to stock unit.
5. Check current POS, reposition or replace if necessary.
6. Scan current featured item for pricing.
7. Place price card (use computer generated as store policy designates.)
8. Note number of pieces used to stock unit, and pricing. Did the promotional item appear in the store flyer?
9. Sign and date sign-in card.
10. Always be certain that area around unit is free of debris from your service visit.
11. Prompt for a re-order if there is an indication that the product is selling down, or there is a lack of promotional product.
12. Remember to report your service visit to FieldLink when all assigned stores are serviced for the scheduled visit day.

Visit #3 (Follow-up)

By this time you should have received POS and information for the **upcoming promotion**. Please open and inspect the contents. If you do not receive this package by at least a week before the beginning of the next scheduled event, call your Territory Manager immediately. Be certain to read the informative paragraph included on the *Promotion Instruction Letter*. Bring Promotional Alert/Order Form to store(s) on this visit.

1. If a valid temperature is not reached, do not stock product, notify your Territory Manager from store.
2. Scrape interior and remove all frost/ice.
3. Clean interior and exterior of unit, remember to include grates.
4. Restock unit with featured item (or substitute). Check backroom thoroughly for promotional product. Only after you have searched backroom and find no product should you ask store personnel if you can remove product from shelf to stock unit.
5. Check current POS, reposition or replace if necessary.
6. Scan current featured item for pricing.
7. Place price card (use computer generated as store policy designates.)
8. Note number of pieces used to stock unit, and pricing. Did the promotional item appear in the store flyer?
9. Sign sign-in card.
10. Always be certain that area around unit is free of debris from your service visit.
11. Prompt for a re-order if there is an indication that product is selling down, or there is a lack of promotional product.
12. Distribute paperwork (Promotion Alert or Order Form) to store personnel for upcoming promotion.
13. Remember to report your service visit to FieldLink when all assigned stores are serviced for scheduled visit day.

Visit #4 (Last visit for this promotion)

1. Check inside drop-in thermometer for correct temperature. If a valid temperature is not reached, do not stock product, notify your Territory Manager from store.
2. Scrape interior and remove all frost/ice.
3. Clean interior and exterior of unit, remember to include grates.
4. Restock unit with featured item (or substitute). Check backroom thoroughly for promotional product. Only after you have searched backroom and find no product should you ask store personnel if you can remove product from shelf to stock unit.
5. Check current POS, reposition or replace if necessary.
6. Scan current featured item.
7. Place price card (use computer generated as store policy designates.)
8. Note number of pieces used to stock unit, and pricing. Did the promotional item appear in the store flyer?
9. Sign sign-in card.
10. Always be certain that area around unit is free of debris from your service visit.
11. Remind store personnel of promotional product for upcoming promotion that will begin on your next visit.
12. Remember to report your service visit to FieldLink when all assigned stores are serviced for scheduled visit day.

Paperwork

This is the information that will be in the flat package that you receive every two weeks.

Insert 1

Promotion Instruction Letter - Used by merchandisers as an explanation of the upcoming promotion in relation to slot number, chain, dates of the promotion and Superfridge unit temperature setting (freezer or refrigeration)

Insert 2

Depending on the method of distribution of product for the promotion, you will receive one of either insert 2 or 3:

Promotion Alert - *To be provided to Store Personnel at least one week prior to start of next promotion*

Placed or given to Store Personnel to alert them of an **allocation** – this is where product for set-up (first) visit is automatically sent to the store by the chain warehouse. Subsequent product orders may be required to maintain inventory during the remainder of the promotion.

Insert 3

Order Form - *To be provided to Store Personnel at least one week prior to start of next promotion*

Placed or given to Store Personnel to alert them of the next promotion so the product may be **ordered** in time for the next Superfridge promotion. Product ordering is required for this type of promotion by store personnel.

Insert 4

Direct Store Distribution (DSD) - *To be provided to Store Personnel at least one week prior to start of next promotion*

A reminder of a DSD (Direct Store Distribution - where product is automatically sent to the store by the warehouse/distributor.

Product ordering is not required by store personnel to cover any visits.

Insert 5

Reorder Bulletin - *To be provided to Store Personnel during the promotion, usually on visit two and visit three when featured product needs to be replenished in order to complete the promotion.*

PROMOTION INSTRUCTION LETTER CUB FOODS - MINNEAPOLIS

Department: Frozen

Unit Setting: FREEZER
Shelf Level: LOWEST
Full Unit Holds: 11 Cases
Distribution Method: Allocation
Promotion Dates: **March 4 - March 17**
Posters: Stouffer's Stuffed Melt & Soup - Steak & Swiss
Risers: Stouffer's Stuffed Melt & Soup

VISIT REPORT CODE (mmdd)
 Setup 03 04
 Follow-up 1 03 08
 Follow-up 2 03 11
 Follow-up 3 03 15

Slot 052011

SECTION A – Advertiser's Featured Choice:

<u>Varieties</u>	<u>Units/Case</u>
Steak & Swiss Stuffed Melt w/Broccoli Cheddar Soup	9/10.0 oz.
Lasagna w/Meat Sauce	12/21.0 oz.
Macaroni & Cheese	12/20.0 oz.

Stouffer's Stuffed Melt & Soup Meals

<u>Varieties</u>	<u>Units/Case</u>
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Report As - Backroom Supply or Shelf Stock of Section A Product

SECTION B – Approved Substitution only if Section A is not available

Primary Substitute: Other Stouffer's Single or Family Serve Frozen Meal Varieties
Secondary Substitute: Stouffer's French Bread Pizza, Lean Cuisine or Hot Pocket Frozen Varieties

Report As - Substitute product from Section B / Same Manufacturer

SECTION C – Approved Substitution only if Section A or B is not available

Frozen Substitute: *Store Brand Frozen Vegetables or French Fries
Refrigeration Substitute: *Store Brand Cheese Slices or Cottage Cheese

Section C Store Brand substitute must **NEVER be the same as the Featured Product (EX. Store Brand Ice Cream, any variety, would not be an acceptable substitute for Breyers ice cream).*

Report As - Substitute product from Section C / Store Brand
 - Identify product on the Hot Line or on your Territory Manager's voice mail / email

SECTION D – Product not Listed in Section A, B, C or Empty Unit

Samples of Non-Compliance putting Superfridge in violation of advertiser's contract

1. Other National Brands (ex. Don't substitute a Kraft product for a Nestlé's or Unilever product)
2. Competing Private Label (ex. Kroger Ice Cream during a Breyers event)
3. Store's Product Choice for an Event (ex. Turkeys @ Thanksgiving)
4. Empty Unit

Report As - Other Product or Empty
 - Identify product or explain why the unit was left empty & specify store contact on the Hot Line or on the Territory Manager's voicemail or email

SECTION E – Equipment Off the Floor or Missing

Call your Superfridge Territory Manager from the store to report unit status IMMEDIATELY at the time of your visit: 1-800-733-2999

Report As - Answer No to the question "upon departure was the unit operating and on the floor?"

Communication is key! Please report any irregularities with the program to your Territory Manager ASAP so action can be taken.



SUPERFRIDGE

In-Store Opportunities, Inc.

Promotion Alert

CUB FOODS - MINNEAPOLIS

Stouffer's Stuffed Melt & Soup Meals

Department: Frozen

Unit can hold up to: 11 Cases

An initial allocation of featured varieties will be sent to your store to arrive no later than February 26, 2011.

Order additional cases needed to avoid out of stocks during this 2 week promotion.

Promotion Dates	Ad Date	Price Reduction
Week 1: March 4 - March 10 Week 2: March 11 - March 17	TBD	March 4 - March 17

Featured Varieties	Size	Store Codes	UPC Codes	Quantity
Steak & Swiss Stuffed Melt w/Broccoli Cheddar Soup	9/10.0 oz.	711-7371	13800-55553	2 Cases
Lasagna w/Meat Sauce	12/21.0 oz.	711-8084	13800-10320	4 Cases
Macaroni & Cheese	12/20.0 oz.	713-5628	13800-10342	2 Cases

I will be in your store to set-up, stock and service the SUPERFRIDGE unit on: Friday, March 4

Subsequent visits will be made on:

Tuesday, March 8

Friday, March 11

Tuesday, March 15

For questions/service please call: 1-800-733-2999

Avoid out of Stocks

by ordering enough

Eggo Waffles

to support your Superfridge Event

March 16 - March 29

SOUTHERN FAMILY MARKETS, BRUNO'S AND PIGGLY WIGGLY - BIRMINGHAM

Department: Frozen

Please order products to arrive at your store no later than March 14, 2011.
You may adjust the quantities suggested below.

Featured Varieties	Size	Store Codes	UPC Codes	Quantity
Eggo Homestyle Waffles	20/12.3 oz.	252288	38000-40260	2 Cases
Eggo Buttermilk Waffles	12/12.3 oz.	253006	38000-40290	2 Cases
Eggo Blueberry Waffles	12/12.3 oz.	253005	38000-40320	2 Cases
Eggo Chocolate Chip Waffles	12/12.3 oz.	702442	38000-40500	2 Cases

I will be in your store to set-up, stock and service the SUPERFRIDGE unit on: **Wednesday, March 16**

Subsequent visits will be made on:

Friday, March 18

Wednesday, March 23

Friday, March 24

For questions/service please call: 1-800-733-2999

SUPERFRIDGE ORDER FORM

Direct Store Delivery

Notification

Product for the following **Superfridge** promotion will be delivered to your store via the Schwan's Consumer Brands NA DSD network.

Chain: FARM FRESH - NORFOLK
Dates: January 19 – February 1
Brand: Red Baron Singles French Bread Pizza
Department: Frozen

Featured Varieties	Size	UPC Codes	Quantity
Three Meat	12/11.0 oz.	72180-63243	2 Cases
Pepperoni	12/10.8 oz.	72180-63244	4 Cases
5 Cheese & Garlic	12/8.8 oz.	72180-63245	1 Case
Supreme	12/11.6 oz.	72180-63247	1 Case
Extra Cheese	12/11.0 oz.	72180-63248	1 Case

For questions/service please call: 1-800-733-2999

Service Visits

Wednesday, January 19 Monday, January 24

Wednesday, January 26 Monday, January 31

SUPERFRIDGE REORDER BULLETIN

Red Baron Singles French Bread Pizza

MARSH - INDIANAPOLIS

Promotion End Date: January 30, 2011

Department: Frozen



<u>Product</u>	<u>Size</u>	<u>Store or UPC Codes</u>
Three Meat	12/11.0 oz.	72180-63243
Pepperoni	12/10.8 oz.	72180-63244
5 Cheese & Garlic	12/8.8 oz.	72180-63245
Supreme	12/11.6 oz.	72180-63247
Extra Cheese	12/11.0 oz.	72180-63428

SUPERFRIDGE REORDER BULLETIN

Red Baron Singles French Bread Pizza

MARSH - INDIANAPOLIS

Promotion End Date: January 30, 2011

Department: Frozen



<u>Product</u>	<u>Size</u>	<u>Store or UPC Codes</u>
Three Meat	12/11.0 oz.	72180-63243
Pepperoni	12/10.8 oz.	72180-63244
5 Cheese & Garlic	12/8.8 oz.	72180-63245
Supreme	12/11.6 oz.	72180-63247
Extra Cheese	12/11.0 oz.	72180-63428

Troubleshooting - Promotional Product Problems

ALWAYS check the backroom thoroughly for Promotional Product before utilizing shelf stock.

1. If the promotional product from “Section A” in your **Promotion Instruction Letter** is not available, check the back room thoroughly.

Several possibilities include:

- a. Store personnel did not order, or allocation not yet received.
- b. Product not yet delivered, or promotional product placed on store shelves.
- c. Product not available. (i.e. warehouse out of stock, store does not carry)
- d. Back-room storage is inaccessible.

2. Using the **Promotional Instruction Letter** to determine substitution options, solutions include:

- a. With permission of store personnel, utilize shelf stock to fill unit.
Use amounts as directed by store personnel.
- b. Choose either Primary or Secondary same manufacturer substitute as described In “*Section B*”. (i.e. use Stouffer’s Oven Sensations in place of Skillet Sensations, use Pillsbury Rolls in place of Pillsbury Cookie Dough)
- c. Use a non-competing private label-store brand as a last choice. (i.e. Store-brand frozen vegetables, which is easily removed on next visit)
- d. Do not leave the unit empty.
- e. **Always place promotional POS (posters, and risers) on the unit.**

Report acceptable substitutions with your response to the FieldLink script. (Please see FieldLink Reporting). Inform your Territory Manager of reasons for substitution. Report lack of or minimal product in your message.

Troubleshooting Superfridge Unit Problems

1. **Unit is not on the sales floor/ Missing**

- a. Check with Store Personnel to discover possible issues including:
 - Floor maintenance
 - Unit Malfunction
 - Store Remodel
 - Lack of product
 - Cooperation (non-participating) issue.
- b. If the issue is easily resolved, return the unit to its original location on the sales floor.
- c. If unable to locate the unit, conduct a thorough search of the store. Check lofts, storage areas, walk-in coolers, behind closed doors, back of store, and loading dock.
- d. Report all details to your Territory Manager when reporting your visit to FieldLink. It is important to keep a history of any issues that happen in the store - even if you were able to resolve it on your own.
- e. If you are unable to get the unit back onto the sales floor, please call your Territory Manager directly from the store during regular business hours (EST) to get further instructions, or leave a detailed message in the voice mail of your assigned Territory Manager after you report this visit. This service visit should be reported as “off the floor.”

2. Unit is not working

- a. Verify the functionality of the outlet. Ask store personnel to check the appropriate circuit breaker.
- b. Try plugging unit in to another outlet, as well as plugging something else into the Superfridge outlet.
- c. Remove product to prevent product loss (Health Department Guidelines also requires the display of unit internal temperature).
- d. Notify store personnel/store manager of the malfunction, and that Superfridge will order a repair or unit exchange.
- e. Notify your Territory Manager directly from the store during regular business hours (EST) to get further instructions, or leave a detailed message in the voice mail of your assigned Territory Manager after you report this service visit and report the unit as “off the floor”.

3. Unit is running too cold / warm in refrigeration mode or too warm in freezer mode.

- a. Call your Territory Manager for further instructions

4. Unit is damaged or operating noisily

- a. Report the damage or noise to your Territory Manager directly from the store during regular business hours (EST) to get further instructions, or leave a detailed message in the voice mail of your assigned Territory Manager during your Field Service Report.
- b. Notify store personnel, that you have reported this problem to Superfridge.

5. Store Remodels

- a. Talk with store personnel for time frame of remodel, projected start date and completion date.
- c. Notify your Territory Manager so proper action may be taken.

Troubleshooting Cooperation Problems

A cooperation problem is defined as the removal of a functioning unit from the sales floor, or the exclusive use of the unit by store personnel for their own purposes.

1. Be respectful, cooperation problems can be frustrating for everyone involved!
2. If the store personnel have the time and are willing to cooperate, discover the possible cause of the problem by asking a few questions.
 - “Can you please tell me why the Superfridge unit has been removed from the floor?”
 - “Are you having problems receiving the promotional products?”
 - “Is our Superfridge unit working properly?”
3. Carefully explain that the Superfridge program has been approved at the corporate level of the chain and obtain names and titles of store personnel who removed the unit.
5. **Call your Territory Manager** from the store during regular business hours for further instructions, before giving your FieldLink report.
6. If the cooperation problem occurs during non-regular business hours, use the FieldLink visit reporting system to indicate a cooperation problem.
7. **Leave an email or detailed message in the voice mail** of your Territory Manager, and a phone number where you may be reached during business hours of the next day.

FieldLink Reporting

“On-time reporting is critical to ensure client and customer satisfaction and therefore to your job! We need your visit information to recap promotion execution and to troubleshoot issues throughout the event.”

Superfridge has provided merchandisers a window of opportunity after the visit to enter reports into the FieldLink system. This “window” is until **midnight (EST) the evening following** your scheduled visit day. If a merchandiser has difficulty reporting into FieldLink, an email should be sent, or a message must be left on the Territory Manager’s voicemail within the same timeframe. (Regardless of holiday schedules.)

“Cheat Sheet” for Visit Report Times

If your Scheduled Visit falls on:	You have until the following day/time to report and have your visit accepted:			
	Eastern Standard Time	Central Standard Time	Mountain Time	Pacific Standard Time
Monday	Tuesday - midnight	Tuesday - 11 pm	Tuesday - 10 pm	Tuesday - 9 pm
Tuesday	Wednesday - midnight	Wednesday - 11pm	Wednesday - 10 pm	Wednesday - 9 pm
Wednesday	Thursday - midnight	Thursday - 11pm	Thursday - 10 pm	Thursday - 9 pm
Thursday	Friday - midnight	Friday - 11pm	Friday - 10 pm	Friday - 9 pm
Friday	Saturday - midnight	Saturday - 11pm	Saturday - 10 pm	Saturday - 9 pm

If you are **unable** to make a regular visit to the assigned store due to illness, car problems, etc -or- if you are scheduling a **vacation** or will be **out-of town** please notify your Territory Manager as soon as possible.

Information needed to report visit:

1. When your visit to the store was completed, was the Superfridge unit operating properly on the sales floor? If your answer is NO, you need to call us from the store and let us know why not.
2. Number of pieces you removed for the setup visit?
3. Number of pieces you used to stock/restock the unit?
4. Did you get the products from the back stock or shelf stock to stock/restock the unit?
5. Did the store receive a re-order? If you see the store received additional product since the last you visited the store then the answer is yes.
6. What is the regular price and the sale Price (please report unit prices. For example, you would report 2/\$5.00 as \$2.50).
7. Did the promotional item appear in the store flyer?

Web Based Reporting (FieldLink)

First, go to

<https://network.superfridge.com/>

Welcome to Superfridge In-store Opportunities' Merchandiser Web Reporting System. - Microsoft Internet Explorer

Address: <https://network.superfridge.com/ivrduplicate/>

SUPERFRIDGE
In-Store Opportunities

Merchandiser Web Reporting System

Welcome to In-Store Opportunities' Merchandiser Web Reporting System.

Merchandiser Login

Phone #:

Password:

Go

Field Service Company
Checkbook: Transaction History

Enter your 10 digit phone number with the dashes. For example, 860-632-9340

Enter your password - all lowercase, first letter of your first name and entire last name, for example, John Smith = jsmith

Address: <https://network.superfridge.com/IVRDuplicate/INPUT.aspx>

SUPERFRIDGE
In-Store Opportunities

Merchandiser Web Reporting System

Merchandiser HQ

Report Input

John Smith (FREED)

Stores in red are out of service. Visit not expected. E-mail your market coordinator with information on this visit.

1. When the visit to the store was complete, was the Superfridge unit operating properly on the sales floor?
2. (First visit of slot only) Please enter the number of individual pieces, if any, of the previous promotional product you removed from the unit.
3. (Not on first visit of slot) When you arrived at the store, was there any promotional product from section A of your paperwork inside the Superfridge unit?
4. When your visit was complete, what was the unit stocked with?
5. Enter the number of pieces of promotional product (from Section A of your paperwork) stocked in the unit.
6. (Not on first visit of slot) Has the store received a reorder of the promotional product?
7. Enter the regular everyday price of the promotional product listed in Section A of your paperwork.
8. Enter the current price of the promotional product listed in Section A of your paperwork.
9. Did the promotional item appear in the store's own promotional flyer ad?

Click on "Report Visit" to enter the store info

Store	Date	On Floor? (1)	Pieces Removed (2)	Remaining Product? (3)	Filled With? (4)	Number of Pieces (5)	Received Reorder? (6)	Everyday Price (7)	Current Price (8)	In Flyer? (9)	Report Visit
KROGER DELTA 617	02/11/2009										Report Visit
KROGER DELTA 624	02/11/2009										Report Visit

Submit

Back Search Favorites

Address <https://network.superfridge.com/IVRDuplicate/Input.aspx> Go Lin

SUPERFRIDGE
In-Store Opportunities

Merchandise Web Reporting System

Merchandise HQ

Report Input

John Smith

Stores in red are out of service. Visit not expected. E-mail your market coordinator with information on this visit.

1. When the visit to the store was complete, was the Superfridge unit operating properly on the sales floor?
2. (First visit of slot only) Please enter the number of individual pieces, if any, of the previous promotional product you removed.
3. (Not on first visit of slot) When you arrived at the store, was there any promotional product from section A of your paperwork?
4. When your visit was complete, what was the unit stocked with?
5. Enter the number of pieces of promotional product (from Section A of your paperwork) stocked in the unit.
6. (Not on first visit of slot) Has the store received a reorder of the promotional product?
7. Enter the regular everyday price of the promotional product listed in Section A of your paperwork.
8. Enter the current price of the promotional product listed in Section A of your paperwork.
9. Did the promotional item appear in the store's own promotional flyer ad?

Enter your report information and click Done. If you have multiple stores repeat this process for the next store by clicking on Report Visit, filling in the information and clicking Done.

Store	Date	On Floor? (1)	Pieces Removed (2)	Remaining Product? (3)	Filled With? (4)	Number of Pieces (5)	Received Reorder? (6)	Everyday Price (7)	Current Price (8)	In Flyer? (9)	
KROGER DELTA 617	02/11/2009	Yes			n/a					Yes	Done Cancel
KROGER DELTA 624	02/11/2009										Report Visit

Submit

Once you have entered your reports, click **SUBMIT** at bottom of the screen. A dialog box will pop up and ask if you are sure that you want to submit, if your report is complete click "OK."

A new screen will pop up with your confirmation number. You should write this number down or print out page for your records. If there is ever a problem with your report, the confirmation # is your proof that the report was accepted by the website and entered on time. If you do have a problem with entering your report or you do not get a confirmation number, email or call your Territory Manager. This call or email must be sent before the report time expires for your visit.