

In Store Marketing Services Demo Report

Client: Cypress Grove Cheese

Name of BA: Margaret

Location: Whole Foods Noe Valley - 3950 24th St, , San Francisco,

Date/Time: 07/08/2023: 10:00AM - 02:00PM

Location of demo in store: Near Cheese

Weather: Warm

Traffic: Moderate

Busiest hours of demo: 10:30am - 1:30pm

		Price	Sample	Beginning	End	Sold
Product 1	Humbolt Fog	27.99	1	22	0	21
Product 2	Midnight Moon	30.99	1	21	10	10
Product 3	Chevre,PurpleHaze,1/4oz	7.99	1	24	16	7

Sample product: Purchased

Estimated # of customers touched: 55

Estimated # of sample given: 150

Expense: \$43.28

WHOLE FOODS MARKET

Noe Valley NOE 415-282-4700

3950 24th St

San Francisco, CA 94114 3704

CYPGR HUMBOLDT FOG

0.37 lb @ \$27.99 /lb \$10.36 F

**15% OFF SELECT CHEESE -\$1.55

CYPGR MIDNIGHT MOON

0.61 lb @ \$30.99 /lb \$18.90 F

CYPGR PURPLE HAZE

\$7.99 F

365WFM OG MINI TOAST

2 @ \$3.79 ea \$7.58 F

Subtotal: \$44.83

Total Savings: -\$1.55

Net Sales: \$43.28

Total: \$43.28

Sold Items: 5

Paid:

MasterCard *7907 \$43.28

Chip Card:MasterCard

Chip Card AID:A0000000041010

RETURNS: All returns require a receipt.

No returns on items purchased after 90 days. For additional information please visit wfm.com/returns.

Prime members save at Whole Foods Market, and get Free Shipping, Video, Music & more. Learn more at amazon.com/PrimeSavings

Earn 5% back at Whole Foods Market with Prime Visa and an eligible Prime membership. Learn more at amazon.com/wfmvisa

HOW WAS YOUR SHOPPING EXPERIENCE?
Go to: <http://www.wfm.com/feedback>
ENTER FOR A CHANCE TO WIN A \$250 GIFT CARD

Your Total Savings
\$1.55

951 52586 07/08/2023 01:51 PM



63011037995152586070820230
MU5ZTYIIB7

Thanks for shopping at Whole Foods Market
WholeFoodsMarket.com

Travel Expense: \$10.00

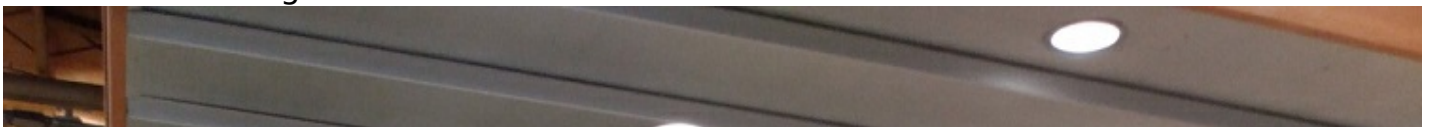
Customer Comments:

Humboldt Fog was the fan favorite today! Customers already familiar with it all proclaim how much they love it, and customers who tried it for the first time were delighted with the discovery! It was similar with Midnight Moon...some customers walked by smiling and excitedly commenting it's their favorite cheese, and customers who tried it for the first time loved its nuttiness and buttery texture. Purple Haze had mixed reviews, with some customers noting they didn't care for the lavender.

BA Comments:

This store did not carry Meyer Lemon discs so I selected what they had the most of...Purple Haze. They also had plenty of Midnight Moon wedges, and Carolyn requested for it to be featured during the demo. The first wheel of Humboldt Fog sold quickly, and cheese staff Dario was great in promptly preparing the remaining wheel, which also sold out towards the end of the demo. Definitely noticed price sensitivity during the demo, as a good number of customers put the cheese back down after checking the price label. Fortunately, sales was boosted by customers who purchased more than one.

Attach Table Image:





Demo Check Out Form

Instructions for Brand Ambassador - Please have the Store or the Department Manager fill and sign this form upon completion of this demo. Take a picture of it with your phone and attach it to the corresponded system demo report.

Demo Ambassador: Margaret

Total product units sold during this demo 38 as recorded in this demo's Report

• Are you satisfied with the conduct of this Brand Ambassador during this demo Y / N

• Comments (optional)

She was wonderful!
Please come back! ♥️ 😊

Date: 7/8/23

Time: Am

Signature:



Print Name:

carolin
Germaine

Cypress Grove @ WF - Nix Valley

www.flavorfanaticism.com





Powered by Demo Wizard

