



## Supplier Tasting/Demo Guidelines

**Central Market is ready to phase in Supplier Tastings as COVID restrictions loosen. Please read all the details listed below. All information is subject to change.**

Central Market is more than a store, it's a culinary experience. Our customers come to explore, learn, experiment, taste and purchase great food and wine. Their experience in the store inspires their purchases- they're not just getting items on their grocery list, they're making up part of the list as they travel the aisles, try new products and interact with store Partners and Supplier Representatives.

As a Supplier, please help us with our mission to grow our Customer's taste through manned tasting and demo stations aimed at increasing our Customer's exposure to unique products. Below are CM's guidelines:

### Representative

- **Suppliers must dress professionally.** Representatives must wear closed-toe shoes, long pants (no shorts please) and a clean company logo collar shirt or a plain collar shirt. *No jeans with holes, work out attire, shorts, and no T-shirts.*
- Badge with name and the Rep's Company should be worn so our Customers know who is serving them.
- Beard nets are required for people doing demos with beards.
- Hair must be covered with a hairnet. Hats may be worn on top of a hairnet, not in lieu of a hairnet.
- Food safe gloves must be worn when serving food. Gloves must be changed when a Rep touches anything other than the food being served. Gloves should also be changed when moving from raw to ready-to-eat product. Hand washing is required between glove changes.
- The Store's Selling Team will discuss food safety and provide you with guidelines to help you conduct a clean, safe tasting/demo.
- Appropriate food handling license must be current and readily available where needed.
- Supplier representative must be eighteen years old or older.
- Reps must stand at demo station (no sitting please).
- TABC sellers' certification required for alcohol demos.

### Scheduling

- Date, time, and product must be scheduled in advance through each store's Selling Team or coordinated by Central Market Procurement. If scheduled through Procurement, verify your individual store assignments with each store's Selling Team.
- Information required includes:
  - Scope and description of product and taste/demo
  - Date and timeframe/coverage
  - Personnel contact information
- Although not preferred, you may use a third party to conduct the tasting/demo, however, you are responsible the third party's compliance with Supplier Tasting/Demo Guidelines.



- **Prior to leaving, please check out with a Foodie, the Department Manager, or the Non-Perishable Director.** They will sign any necessary paperwork and give any additional assistance if needed.

### **Knowledge & Selling**

- Supplier Representatives (including third party personnel) must have knowledge of the product and come prepared to discuss the benefits, uses, ingredients, suggested food pairings, etc.
- Reps must have good communication skills, be enthusiastic and focus on selling product.
- Selling techniques should fit with our environment and should be professional, subtle, and respectful. Representative should not use loud or hard selling tactics.
- Tasting/Demo stations should be attended constantly. If the Rep needs to be away from their station, they should contact a Foodie to plan coverage.
- Cell phones use is **not permitted** at the tasting/demo station.

### **Permitting**

- The State of Texas requires a Food Handlers food safety certification for demos. It is online and required for third party reps sampling food.
- Many cities require permits for outside demos. Central Market asks the supplier conducting the demo to pull the permit for each city.

### **Product**

- Suppliers should arrange the tasting/demo product to be delivered to the store prior to the event. Free demo product should be addressed "**Attention: Selling Team: DEMO PRODUCT.**"
- Prior to the event, contact the appropriate store Department Manager to ensure demo merchandise has been ordered and there is ample product for the Customers to purchase.
- Method of accounting of product should be determined in the scope of demo. Free (supplier provided) product should be accounted for through the Receiving department either by a zero invoice or letter. Receiving will mark the product as "Demo" product for sampling. Store Partners are responsible for collecting all credit for products that are not marked as stated above.
- Ingredients used in connect with a tasting/demo, must be products available for purchase at Central Market.

### **Tasting/Demo Station Opening & Setup**

- Stations should be visually appealing and kept clean and sanitary. Store will provide a bucket with clean sanitizer fluid underneath each tasting/demo station.
- Vendor demo personnel should check in with store Partners in advance of scheduled demo time frame. Upon arrival at the store, Supplier Reps should go to the Store's Information Desk or Receiving area and ask for a member of the Selling Team.
- Vendor personnel should assist store Partners in tasting/demo set-up. Store Partners will provide equipment and assist in locating product.
- Tasting stations must be clean, food safe and appealing to the Customer.

## Food Safety & Sanitation

- The following food safety guidelines are required:
  - ALL COVID PROTOCOLS MUST BE FOLLOWED.
- 1. Potentially Hazardous Food (PHF) must be kept at or below 41 degrees F, except for short periods during preparation or handling.
- 2. Cook all PHF to correct internal temperature and write in Time and Temperature Log.
- 3. Properly reheat pre-cooked food for hot holding prior to display. Keep all hot food at or above 140 degrees OR under time control.
- 4. Properly cool all foods that require cooling after cooking or preparation.
- 5. Properly wash hands as often as required. A temporary hand washing station is required at remote PHF tasting/demo stations.
- 6. Properly exclude or restrict Partners who are ill or who have infected cuts, sores, or boils.
- 7. Personal belongings are not allowed in a food preparation area.
- 8. Prevent contamination of food, food contact surfaces, and single-service articles. All food samples must be served in a sanitary manner to prevent contamination. Personal food and beverages are not allowed in a food preparation area.
- 9. No bare hand contact with Ready-To-Eat (RTE) foods.
- 10. No jewelry is allowed, includes but is not limited to earrings, watches, bracelets, rings, and necklaces. The only exception is a plain band ring.
- 11. Do not use or sell severely dented, leaning/swollen containers, open packages, or any other potentially unwholesome food.
- 12. ANY food prepared in a private home is considered an “unapproved source” and cannot be sold or consumed in the store.

## Equipment

- Central Market will provide all demo equipment such as tables, tablecloths, knives, cutting boards, grills, hot plates, pans, cups, spoons, napkins, toothpicks, sanitation buckets, gloves, hairnets, etc.
- Vendors are to supply product collateral (print materials/ brochures/ recipe cards) whenever possible.

## Closing/Ending a Tasting/Demo

- Ask a store Partner to contact the Selling Team.
- Place unused cups, spoons, napkins, etc.... back in original packages or clean plastic bags and secure the package (with a twist tie, knot, etc.)
- Clean area and all equipment and supplies used in the tasting/demo.
- Selling Team will ensure that all store equipment is returned.
- Supplier Rep. should take all trash bags to the compactor. Nothing is to be left or discarded outside of wareroom cage.
- Prior to leaving, **check out with a Foodie**. They will sign any necessary paperwork and give any additional assistance if needed.
- All product credits must be accounted for.

## Miscellaneous



- Please do not give samples to children unless they are accompanied by adults and you ask the adult for permission prior to handing the child a sample.
- Please do not ever leave hot equipment, knives, or raw product unattended. If you need to step away from your demo, place these items under your table.
- Not adhering to the guidelines included in this document could result in cancellation of tasting/demo appointment.

**If you need assistance during the tasting/demo, locate a store Partner and ask them to call or locate a Food Journey Team member.**