



# Vendor Demo Guidelines

At the Monadnock Food Co-op, we want to build stronger relationships with our vendors and make sure we all thrive. Active demos are a great marketing tool and can help increase awareness and sales of your products. We welcome our vendors and producers to demo their products in our store.

Please review the following guidelines, sign at the bottom and return this form within one week of your demo. You may email it to [outreach@monadnockfood.coop](mailto:outreach@monadnockfood.coop) or mail it to Monadnock Food Co-op, ATTN: Marketing, 34 Cypress St., Keene NH, 03431. Have questions? Please call the Marketing Office at 603-283-5401 or email [outreach@monadnockfood.coop](mailto:outreach@monadnockfood.coop). (We will ask you to sign our Vendor Demo Guidelines form once per calendar year.)

## Scheduling a Demo

- Submit your demo requests through your Monadnock Food Co-op buyer, or by emailing [outreach@monadnockfood.coop](mailto:outreach@monadnockfood.coop).
- We ask that demos be scheduled **at least two weeks in advance** and confirmed with the Outreach Coordinator.
- The person handing out samples must be at least 18 years of age.
- **Drop-in demos are not permitted.**
- If you need to cancel, we ask for at least 24 hours' notice of cancellation.
- If you are running late for a demo, please call the Person in Charge (PIC) at 603-355-8008.
- Please coordinate with your applicable buyer, at least 3 days in advance, the SKUs you will demo.
- We will add your demo to our online calendar and promote it through additional channels. Help us to make your demo a success by sharing it with your fans, too.

## Preparing for a Demo

- All products must be currently in stock at the Monadnock Food Co-op.
- We will make demo signs for your products. No handwritten signs are allowed.
- Make sure you're knowledgeable of any potential allergens in your products.
- **BEER AND WINE TASTINGS:** Notification of state agencies prior to an alcohol tasting is the responsibility of the vendor. Please visit the [NH State Liquor website](#) to alert the state.
- If you would like to introduce a new product for a demo, please let the Outreach Coordinator and your applicable buyer know in your initial communication. Any new product offered at the Co-op must be in stock at least one week prior to any demo.
- Bring a table (**4 feet long or less is preferred**), tablecloth, gloves, and any materials you need to sample your products. This includes, but is not limited to sample cups, trash/recycling bin, spoons, napkins, cutting boards, knives, etc. We request that you not use Styrofoam for sampling, compostable cups are preferable.
- All samples must be provided to customers by the vendor at no charge.
- If the demo product is identical to the product on the shelf, please remove, tape over, or slash your product's barcode or write "DEMO" on the product before it enters the building to avoid any potential inventory confusion.
- You must supply your own equipment to heat or cool your products. Please be sure to let the Outreach Coordinator know in advance if you will need access to an electrical outlet.

## Check-in Procedure & Set-up

- Upon arrival, **check-in at our Customer Service Desk** so that a staff member may direct you to your demo location.
- Please set up in the location assigned to you. Demo locations are assigned based on maximum exposure in conjunction with store traffic flow, fire codes, and other considerations.

- Please arrive with enough time to set up so that your demo may begin at the advertised time.
- Our demo spaces are limited in size, so please conserve space by leaving all unneeded materials (empty coolers, boxes, etc.) in your vehicle.
- Our parking lot is reserved for customers only. Once you've unloaded your products and other supplies, please move your vehicle to our [Community Way Parking spots](#).

**Food and Safety Requirements**

- If you have any infectious disease (e.g., a cough, cold, sore throat) or infection, please reschedule your demo or have a colleague conduct it.
- Please do not leave hot items or sharp objects (i.e., knives) near the edge of the demo table or unattended.
- Please do not offer any samples to children under 16 years of age without the consent of the parent/guardian.
- All cold food must be held below 41 degrees Fahrenheit.
- All hot food must be held above 135 degrees Fahrenheit.
- If temperature control measures are not available, then all food must be discarded after 4 hours.
- It is the responsibility of the individual hosting the demo to follow all local and state-mandated food safety guidelines.

**Other Floor Rules**

- Closed-toe shoes are required. Non-slip soles are recommended.
- Appearance should be clean and professional. A shirt/apron with your logo is preferred.
- Please do not wear items with the Monadnock Food Co-op logo.
- If hair is shoulder length or longer, please tie it back.
- Gloves must be worn throughout the duration of the demo.
- Do not eat or drink products during your demo.
- If you purchase items for later personal consumption (e.g., coffee, snacks, etc.) or for use in the demo (e.g., tortilla chips, baguette, etc.) please keep your receipts.
- Cell phones should be silenced and not used on the sales floor except in the case of emergency.
- Thoroughly clean up your area upon completion of your demo. Please ask a staff member if you need a broom, wipes, etc.

We value our partnership with you and other vendors. You're helping us build a healthy local food system while creating a positive experience for our customers. Your participation is vital and we are grateful for it.

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Please sign here, acknowledging receipt of these guidelines.

Company

Date