

Onda



OFF PREMISE SAMPLING

Create awareness and drive sampling of Onda Tequila Seltzer by engaging with and intercepting shoppers in off premise locations. Educate off premise staff on Onda's product benefits and the Onda brand. Drive excitement with both staff and consumers alike and make them part of our "Onda Beach Club." Ultimately, drive sales of Onda in off premise.

BLANCO TEQUILA

5% ABV

100 CALORIES

NO ADDED SUGAR

REAL JUICE

GLUTEN FREE

Other nutritional benefits:
Gluten-free, Keto-friendly, Kosher-friendly

Onda was born from our obsession with tequila soda and inspired by the surf style of the '90s. We designed Onda to raise the bar by focusing on High-integrity ingredients we actually want to drink.

BLANCO TEQUILA

Made with blanco tequila from a woman-Owned distillery in Jalisco, Mexico.

5% ABV

100 CALORIES

NO ADDED SUGAR

REAL JUICE

GLUTEN FREE



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SAMPLING PROTOCOL

3 DAYS BEFORE

- Call store manager, ask for Onda inventory levels, confirm sampling schedule and any store regulations or requirements. Confirm access to table at account. Ask for the manager's contact information.
- If product is out of stock, report to Onda sales contact to initiate reorder in time for sampling

NIGHT BEFORE

- If you have product on hand, place 4 cans of each flavor in your refrigerator.
- If the product is at the store, call the store manager and ask for them to set aside (2) 4pk of each flavor in the cold box / refrigerator. In order to have a successful tasting, Onda must be ice cold before serving.

DAY OF

- Run through checklist of sampling table set up, confirm items in your possession
- Pick up ice prior to arrival at the store
- Do not park in the prime parking spaces, as those should be reserved for consumers
- Arrive to the store at least 30 minutes before the scheduled sampling time
- Immediately place product in Onda ice buckets and cover with ice.

SET UP

- Introduce yourself to the manager on duty
- Ask to set up the tasting in a high traffic area of the store
- Set up sampling table elements, take photo record of sampling set up
- Add extra product to the table where & when possible, behind cans shown in display
- Take a photo of your sampling set up and share per protocol

DURING

- Make eye contact with every customer as they pass by. Smiles are welcomed. Our brand is about enjoying a beach day, pool day or sunset with friends on a hot summer day. We encourage you to be lighthearted as you sample the product.
- Engage each customer. Potential questions to engage customers: "Have you tried tequila seltzer yet?" / "Have you heard of Onda Tequila Seltzer?"
- If they're interested, share key product information and briefly explain each SKU while pouring a sample for the customer.
- After the customer has tried all four flavors, tell them the price for a 4pk and 8pk Variety Pack, inform them of any promotional offers in the store.
- Encourage each customer who has been sampled to take a lip balm or keychain with them to remember Onda.

AFTER

- Dispose of the trash.
- Pack up the sampling set up.
- Take a photo of your clean area.
- Thank the staff and manager for their time.
- Complete your recap form:
 - # of customers interacted with.
 - # of customers who sampled at least one SKU.
 - # of SKUs sold, by SKU.
 - # of products left for sale on shelf.
 - Send this form to your regional contact/manager.

SAMPLING KIT CHECKLIST

- Tablecloth
- Table tent
- Pop Up Banner (store-permitted)
- Uniform - T shirt, Hat
- Onda branded buckets (2 buckets, space-permitting)
- Onda Lip Balms + Key Chains
- Fresh Ice
- Onda Tasting cups
- Sample Product (all 4 flavors)
- 8 x 4 packs for display, including 2 packs of each flavor
- Tasting recap sheet for reporting

PLEASE NOTE

- Please keep your cell phone tucked away and off or on silent once the sampling has commenced
- Please be respectful to all store employees and customers. You are the face of the Onda brand in all accounts you visit.

SERVING SUGGESTIONS:

- Best served cold and straight from the can. Lime wedge encouraged.

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