



Off-Premise Event Recap



Brand/Program:	Event Date:	
Account Manager Name:	Location:	
Name Of Account:	Start Time:	End Time:
How many consumer interactions occurred?		
Number of consumers sampled?		
Number of bottles used for sampling?		
Brand Sampled		
Varietal Sampled		
Featured Price Of Bottle		
Regular Price Of Bottle		
Total Bottles Sold		
Brand Sampled		
Varietal Sampled		
Featured Price Of Bottle		
Regular Price Of Bottle		
Total Bottles Sold		
Brand Sampled		
Varietal Sampled		
Featured Price Of Bottle		
Regular Price Of Bottle		
Total Bottles Sold		
Brand Sampled		
Varietal Sampled		
Featured Price Of Bottle		
Regular Price Of Bottle		
Total Bottles Sold		
Was there a display or case stack near your sampling station?		
What POS was used during this event?		
Spokesmodel Name:		
Customer Demographics		
Age Range (circle one)	21-30 / 31-40 / 41+	
Ethnicity (circle all that apply)	African American / Hispanic / Asian / Other / General Market	
Consumer Comments (wine taste/Wine quality/POS/coupons (if offered))		
What was the most common objection to consumers not purchasing?		
Spokesmodel Feedback (including POS comments/taste and bottle feedback):		