

Bombshell Beer Brand Ambassador Program

Qualified Applicants, please send an email and a resume to jobs@bombshellbeer.com Please indicate the geography you are applying for.

Overview

Bombshell is seeking Brand Ambassadors(BA) to conduct in-store product tastings. We need your help to increase our brand awareness! This is a fun way to meet people and help Bombshell and make some \$\$\$\$. Pay is based on experience. This is a part-time job.

Tastings will normally be conducted on:

- Thursdays & Fridays 4:30-7:30 or 5-8
- Saturdays between 12-5 for a 3-4 hour window

You must be able to work the hours above. However, if you can only work some of the days listed you may be considered for the job. We are looking to conduct many tasting events during March, April & May. Additionally, there may be a bottle shop or Whole Foods within the geography that you may also be asked to conduct an event.

The 4 main goals of tastings are to get retail customers to:

1. Become aware of Bombshell Beer
2. Learn a few basics about our brand & beer
3. Try Bombshell Beer
4. Buy a six-pack and/or growler or more of Bombshell Beer

BA's will set up a table and signage in a store location and actively engage with customers shopping there, urging them to try samples of Bombshell Beer and to make a purchase of Bombshell Beer.

You will need to arrive 20 minutes before the start time of your event. You will be paid for your scheduled time of the event, PLUS a ½ hour to compensate you for your prep, arrival and clean up afterward. You will also be compensated at .20 cents per mile for mileage from your home. If an event is more than 30 miles one-way by Google map's shortest route from your home, you will receive an additional ½ hour of pay to compensate for drive time.

Our expectation is that you sell a minimum of 2 cases of product during your event. Additionally, you may be eligible for additional compensation if you sell more than 2 cases at an event. This will be outlined in another section.

Bombshell will supply all items needed to conduct a successful event-cooler, table, beer tub, signage and some promotional items to give away. The Sales Representative for the account will make you aware of any specific to-do's for that account's event.

Attire:

You will receive a branded Bombshell Shirt to wear at events. You may wear neat looking jeans, shorts (not too short), pants or skirt. **Please do not wear torn-up jeans, short cut-offs etc.**

Job Requirements:

Be dependable. You need to honor your scheduled commitments.

Show-up on time

Engage with customers. Your job is to reach out and ask them to try Bombshell Beer

Have basic craft beer knowledge

NO CELL PHONE USE DURING DEMOS, except to take an initial social media picture

You must be able to lift 25 lbs without assistance.

Basic math skills

Writing skills

Excellent communication skills

Computer Skills

Reliable vehicle that can travel upwards of 70 miles round trip.

Must be 21 Years of age or older

Clean Driving Record

Applicants are subject to background check

How scheduling works:

We need to have an outline of what days and shift times you can normally cover. If you have specific dates that you are NOT available when you normally would be available, you will notify the Sales Director so your time can be blocked out on the calendar. Events are normally scheduled out 2-5 weeks in advance.

The sales representative for the account will seek potential date(s) with the store rep and then confirm your availability for an event. It is critical that respond quickly to the Sales Representative. Once the event is confirmed you will then receive a calendar invite and specific details for the event.

Event Preparation 2-3 Days Beforehand

- Make sure you have all event details
- Make sure you have all samples, supplies and promo items ready for your event

Day-of Event

- **Arrive 20 minutes before the scheduled start time of your event!**
- Seek the on-site contact person and confirm your arrival with them.
- Have them initial your arrival time on your ***Tasting Event Sheet***. Located at end of document.
- Conduct an in-store beginning product inventory. Have the on-site person sign-off on the Inventory on your ***Tasting Event Sheet***.
- Set up your tasting table and product display
- Take a picture for social media promotion and text it to Michelle for social media posting.
- Conduct your event-Have fun!!! Engage the customers!
- Break down your table
- Complete an ending inventory
- Have the on-site person sign-off on your ***Tasting Event Sheet***
- Send via text or email a picture of your completed ***Tasting Event Sheet*** to Michelle and to the Sales Representative that set up the tasting event.

Example of Demo Set-up.

Please note we are no longer using the large tabletop box. You will be given a table sign and red bucket to keep your sample cans cold.

To get the most success ALWAYS have six-packs of beer at your table that you can hand directly to the customer.

Remember, the key goals of the event are to have customers taste Bombshell Beer, learn about our brand and BUY a six-pack or two!



Additional Earning Opportunity:

Post event, I and the Sales Representative for the account will review the amount of product you sold at the event based on the completed Tasting Event Sheet inventory section and inventory reconciled when the sales representative places the next order for that store. For any case product sold above 4 cases at one event you will be paid \$1 per case.



Tasting Event Sheet

Sales Rep: _____

Brand Ambassador: _____

Event Date: _____

Event Scheduled Start Time: _____

Event Location: _____

Event Scheduled Finish Time: _____

On-Site Event Contact: _____

On-Site Event CELL Phone# _____

Event Details:

CASE PRODUCT INVENTORY										
	Pilsner/ H-Town	Head Over Hops IPA	Citra Pale Ale	Lady in Red Amber Ale	Strawberrie s & Cream Summer Ale	Dirty Secret Coconut Stout				
Beginning Inventory*										
Ending Inventory*										
Estimated Cases Sold										

*Case product should be counted as 1 and/or a fractional ¼.

Example: There is 1 case and 3 six-packs, the correct count would be 1 ¾ cases.

On-Site Contact **BEGINNING**

Inventory Contact Sign-Off: _____ TIME: _____

On-Site Contact **ENDING**

Inventory Contact Sign-Off: _____ TIME: _____

Brand Ambassador Event Notes:

Mileage: (One- way distance from your home) _____ Ice Cost: _____

For Office Use Only:

Total Miles: _____ Additional Drive Time Hour _____ Total Hours to be Paid _____

Other \$ Reimbursement _____