

Buzz PROMOTIONS



Buzz Promotions is your first choice for liquor representation, promotions and tastings!



About Buzz...

Buzz Promotions IS... a professional promotional staffing service with a no-nonsense business ethic – “no shows” are a “no go” with **Buzz!** Outsourced by even our competitors on a regular basis, **Buzz** maintains a high standard of excellence while providing exceptional & seamless customer service to you, our valued colleague!



Buzz Promotions specializes in in-store and event liquor tastings, demonstrations and promotions. We provide hand-picked tasters, Canada-wide, with the skills and experience to sell your product. We pride ourselves on our innovative training techniques and record breaking sales. Your time is money, and money is well spent on achieving efficient and effective results, we wouldn't have it any other way. Let us analyze and focus on your unique objectives and sales goals, in order to develop staffing solutions that are successful and measurable as well.

BuzzPromotions.ca

Client List

Appellation Wine Marketing
Big Rock Brewing
Charton Hobbs
Dream Wines
Driftwood Brewing
Free House Wine + Spirits
Hi-bridge Consulting
Independent Distillers Canada
JustHereForTheBeer.com
Mark Anthony Brands
Molson-Coors Canada
Mondia Alliance
Okanagan Spring Brewery
Premier Brands
Renaissance Wine Merchants
Sleeman's
Vancouver Island Brewing
Vino Allegro

"Now that we are working with Buzz Promotions my tasting program has become much easier. Buzz handles it all and they do a very professional job of it from arranging the payment for the tasting to ensuring that someone always shows up! I am really impressed with the sales during the tastings as well they seem to sell out all the time!"

– Alejandro Salinas, Marifull Consultants

"Buzz Promotions staff are very professional and organized. Buzz has always been able to accommodate my needs with liquor store tastings, even on short notice. The training sessions that Andrea from Buzz has organized have given me the chance to do hands on training with her staff. During the training sessions I was able to give more in depth information and stories about my wines. Here I saw that the confident and fun staff Andrea hires are excellent at selling!"

– Abigail Pyett,
Free House Wine + Spirits

What makes us different

As the President of Buzz Promotions I am pleased to say that I have personally met each & every member of our team, and hand-picked our girls based on their talents. Buzz isn't about to be "just another pretty face" behind our logo!

– Andrea Johnstone



To fulfil our guarantee to you that we will make your campaign or project a success with winning results we remember that a productive staff is a happy staff. **Buzz** has implemented a system & practice which assures this! Our aim isn't just to provide staff, it's to produce results:

- **Buzz Promotions'** hiring process is in-depth and we never outsource work.
- We focus on hiring fresh faces & talents to avoid having the same staff as every other agency.
- We only hire experienced staff who are outgoing, bubbly, reliable and possess a contagious, positive energy.
- We have implemented stringent staff policies & practice zero tolerance for no shows & unprofessional behaviour from the **Buzz** team; so you are assured a no-nonsense experience!
- Our professionals are hand-picked to fulfil each & every assignment, with courtesy & professionalism... and of course always wearing the signature **Buzz** smile.
- We stand behind our promise to fill every booking. **Buzz Promotions** provides suitable back-up staff for each shift to ensure that each contract is completed successfully even in the event of an emergency!
- Our promoters are regularly 'secret shopped' so we're aware of who's doing an outstanding job.
- **Buzz Promotions** holds monthly get-togethers to familiarize the staff with one another AND the products we represent for you!

Tasting, discussing and sampling products that have been recently introduced to the company are a great way to increase product awareness as well as an added incentive to enjoy & promote the products we are representing for you! To the best of my knowledge, we are the only staffing agency that uses this training system. We invite all of our clients in the liquor and food industries out twice a year to meet our staff and train them on specific products. This hands-on approach ensures that every liquor demonstration we attend is a success. It is also the main reason we average extremely high sales.

"I am so confident in my team of staff that if you aren't satisfied with a booking the next one's on me!"



Pricing

Our rates are competitive with industry standards and we are happy to negotiate discounts for exclusive and repeat clients. Event reports and training and annual sales contests are included as a part of our service. Annual and monthly sales records, follow-up calls, cup supply and drop-off and product payment financing available upon request.

Rates starting at \$26.00 per hour – please contact us for a full price list as we customize our packages to suit each client's needs.

- All of our staff are covered under WCB while under contract with **Buzz Promotions**.
- All of our liquor promoters are 'Serving it Right' certified and are required to have their license with them while on premise.

For clients who choose to book tastings through **Buzz Promotions** we will draw up a non-exclusive annual agreement.

**Serving
it Right™**

BC's Responsible
Beverage Service Program



Guidelines:

- All tasters **MUST** have a valid Serving It Right certificate (or Canadian equivalent) as well as a physical copy of their certificate on hand during the tasting. They must be able to produce proof of their SIR if requested. All tasters must also ensure that they bring tasting notes, tasting report, guidelines, opener, ice, cups, clothing and anything else required for a successful tasting.
- Prior to each tasting the taster will be emailed **AND** phoned with a reminder of the address, hours and any other info needed for the tasting.
- Tasters are required to show up on time and be 10 minutes early to set up if necessary. If a taster does arrive late they must stay late and make up the difference to complete a 4-hour shift.
- Each taster must be dressed appropriately in a black dress, skirt or dress pants and a black or white shirt or blouse. No short shorts, short skirts or belly tops.
- Tasters will be provided with 125-250 cups for each tasting unless a representative has notified Buzz Promotions otherwise. Cups are clear plastic 1 oz size for wine/spirits and 3 oz size for beer.
- Tasters will not exceed the legal limit for a wine tasting: 1 oz in TOTAL and beer: 1.5 oz in TOTAL. Strict adherence to the quantities listed above is required. Open liquor may not be left unattended at any time.
- Upon arrival tasters will introduce themselves to the manager and ask to be signed in. In order to receive an accurate total number of product units sold, tasters will ask the store manager to print an inventory report on the products being tasted at the beginning and the end of each shift and attach the printed copy to the report.
- Tasters are not permitted to drink alcohol while they are on shift, not even to sample the product prior to or at end of shift.
- Tasters are not permitted to use cell phones at anytime while on shift unless it's to contact Buzz Promotions with a question or concern.
- Smoke breaks, food breaks and chewing gum are not permitted on shift however tasters are allowed to have a bottle of water with them as long as it's not visible to customers.
- Each taster will familiarize themselves with product locations and pricing throughout the store prior to their shift. Tasters will display product near them for easy sales.
- Buzz Promotions tasters are to purchase the product(s) in the liquor store that is holding the tasting and attach a copy of the receipt to the monthly invoice. Buzz Promotions management will provide the store with a blank cheque for most tastings.
- Tasters are knowledgeable, personable and are required to be proactive and talk up the product.
- Tasters must stay for the whole four hours, regardless if the store is busy or not. They cannot make the decision to leave early and if they sell out of product they are to contact Buzz Promotions.
- At the end of the tasting, tasters are required to clean up their area, empty all the open bottles and recycle them.
- Tasting reports are completely filled out for each shift (1 per day).
- ALL receipts for product, bottle returns, ice and cups will be attached to the tasting report. Buzz Promotions will only be reimbursed for items we submit receipts for.

Tel. 778-278-3114

BuzzPromotions.ca

andrea@buzzpromotions.ca

Keep in touch with us on:



**BOOK WITH BUZZ PROMOTIONS AND
SAVE \$20.00 ON YOUR FIRST TASTING!**



One coupon per company. Not valid with any other promotion or during Holidays.
Please quote promo code "e-book". Valid for liquor promotions only.