

Instructions: This QRG provides information about submitting a form to host an in-store demo (tasting)

Process of submitting a request

1. Visit www.totalwine.com, select the link at the bottom of the page under About Us titled "For the Trade", under Suppliers & partnerships>Products & retail, select "[Host an in-store demonstration](#)"
2. Read through all the details of Hosting an in-store product demonstration and then at the bottom of the page click the "[Request to host a demonstration](#)" button
3. From here you will need to select the product type you will be demoing and the duration of time you would like to demo for and then select the "Continue" button.
4. The blue bar below shows the progress of the submission process
5. Next you will be prompted to select Store(s), Date, and Time
 - a. Enter Total Wine & More store location information (city, state, zip code or store number) using the search bar
 - b. Once a store is selected, select an available date and time from the calendar.
 - i. **Beer demos** must be submitted a minimum of **2 weeks in advance**
 - ii. **All other demos** require a minimum of **6 weeks advanced** notice in order to process the request and order product
 - c. Once a time is selected, the request will be added to a list on the right panel of the page. Up to 25 stores/timeslots can be added to this list
 - d. Select the "continue" button

SELECT A PRODUCT TYPE

Wine

Spirits

Beer

Food, Mixers, Non-Alcoholic Beverages, & Accessories

And More

3 hours 6 hours

Progress

SELECT A DURATION

3 hours 6 hours

Progress

SELECT STORES

Delaware

Map Satellite

112.6 km
402 CFW-Corridor Fine Wines

Next

102 MSW-Milltown

101 DSW-Claymont

401 BEW-Beltway Fine Wine & Spirits

402 CFW-Corridor Fine Wines
3335 Corridor Marketplace,
Laurel,
MD,
20724
+1 301-617-8507

Selected Locations

- 102 MSW-Milltown
Friday, April 15th 2022
9:00am
- 101 DSW-Claymont
Friday, April 15th 2022
10:00am
- 401 BEW-Beltway Fine Wine & Spirits

Progress

6. Enter your details

- a. Enter contact information and tasting event details
- b. Up to four (4) featured items are permitted per tour/tasting.
- c. SKUs are item numbers which can be found on totalwine.com by searching the item name (include only the numbers before the -)
- d. After inputting each SKU, you will need to click on the blue 'Validate SKU' button
 - i. If the SKU is an approved item in the stores you would like to taste in, you will be able to move forward in your request
 - ii. If the SKU is not approved in the stores you would like to taste, you will be provided with an error message detailing the issue and you will need to remove either the item or store from your request
- e. Select the "continue" button to proceed
 - i. **Tours with invalid or unapproved SKUs will not be able to continue**

7. Review & Submit

- a. On this page, review, edit, or remove any requests before clicking 'SUBMIT' to confirm
- b. Details cannot be changed after submission

Personal information

First name*

Last name*

Email address*

Mobile number

Additional Information

Please Select Event Type*

Event Name*

Will you be conducting the demo(s)?*
 Yes *
 No *

What is your company's relationship with Total Wine & More?*

Product Distribution Type*

Requested Brand to be Featured*

Requested products are subject to category manager approval. You will receive approved feature items in an approval email.

SKU 1*

Enter and validate up to four (4) SKU's you wish to feature at your tasting/demonstration. If you do not know the Item Codes, please reach out to your Buyer.

Item Name 1*


SKU 2

6

6d

6c

SPIRITS DIRECT®



Tower Vodka
750ml

Texas - This vodka proves that a top-shelf vodka doesn't always need a top-shelf price. Gluten-free, made from corn and distilled 6 times for a clean, crisp mouth feel with a silky smooth finish. Only 96 calories per serving! Double Gold - Seattle Spirits Comp; SF Spirits Gold Medal

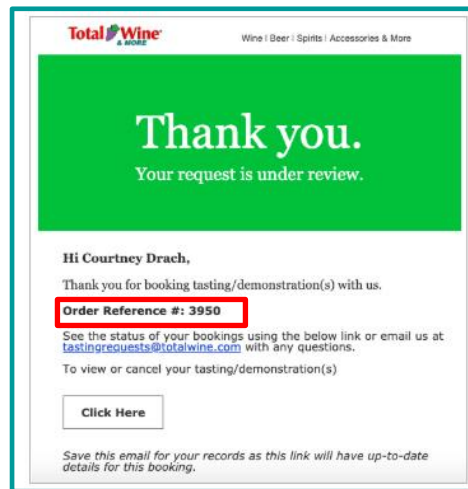
BRAND Tower
COUNTRY United States
STATE Texas
SPIRITS TYPE Vodka
SPIRITS STYLE Vodka
ABV 40%
TASTE Crisp, Clean, Smooth
SKU 15939975-1

6dii

The SKU provided is not available at the following stores; 516 Galleria, 916 Stuart, 514 Mueller, 1205 South Strip

Confirmation Page

- Your request is now under review and your submission has been assigned a 'Tour ID'
- Selected date(s)/time(s) will be held while featured items are under review from a buyer
- Each event will be in 'pending' status and assigned an 'Event ID'



Monitoring Requests

- For every submission, you will receive an email notification with a unique link to monitor your request(s)
- Once your requested items have been reviewed by your buyer, the status of the request(s) will be updated
- You will receive an update within 10 business days when your submission has been approved or declined by a buyer, who considers item sales and strategy when reviewing

