



BRAND ADVOCATE

Employee Handbook

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OUR MISSION STATEMENT

Better Beer society is an organization dedicated to growth and awareness in the craft beer industry through education.

The BBS Brand Advocate division was formed to provide a superior degree of brand representation, based on expert knowledge, while assisting breweries in the expansion of their market presence and profits.

WELCOME TO THE BBS BRAND ADVOCATE TEAM!

Dear Brand Advocate,

Welcome to the BBS Brand Advocate program, our sampling division for suppliers, distributors and importers. You are now part of a team of beer experts directly supporting some of the biggest names in the beer industry.

Please don't take this lightly. Your dedication to beer education for consumers and the ability to get the right information (style guidelines, history, flavor descriptors) out in the marketplace, as well as your ability to sell, is what is going to help fuel the growth of this industry. We hope you're as proud of this fact as we are.

Everything that we do at Better Beer Society centers around beer education...this program is no different. This program was created because (as a former brewery rep) I grew rather tired of seeing model/promotional companies doing a disservice to beer, and the breweries they represent, by only hiring pretty faces with very little to no beer knowledge at all. Beer is one of the fastest growing segments in the adult beverage industry and new palates are being introduced to better beer all the time...consumers deserve a better experience and first impression.

I felt it was time to create a new program, one that is based on actual industry experience and beer knowledge, as well as a true concern for how beer is being handled in the marketplace.

I take great pride in the fact that our brewery partners can rest easy knowing that we are out there as an extension of their voice, selling their beer and speaking intelligently about it. I also take great pride and comfort in knowing that you share these standards with us and are now part of our team.

I hope to have a beer with you soon!

Cheers, and welcome.

Rob Shellman

President and Founder

MANAGEMENT CONTACTS

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EXPECTATIONS

- BAs will have a basic understanding of common styles and have at least a few talking points to share with consumers. *Talking points should include: point of origin, historical notes, flavors, aromas, broad sense of IBU, SRM, and style differences. (e.g. – American Barleywine vs English Barleywine, Porter vs Stout)*
- BAs will have a general understanding of food pairings, including basic principles, and be able to offer suggestions when appropriate.
- BAs will have a general knowledge about each client's background, including brewery's history and philosophy, as well as a few talking points about current events and upcoming beers.
- It is the BAs responsibility to research each client via their website, materials provided on the BA Dropbox and recommended that they follow clients on social media to keep up on the latest events and offerings.
- BAs should be completely outgoing and personable with both the retailer, as well as the customers. Share personal stories when appropriate.
- BAs should offer up knowledge whenever possible but should be mindful of your guests and don't overcomplicate when unnecessary or unsolicited.
- When asked if you work for the brewery BAs will always indicated that you are a Brand Advocate representing said brewery. *If pressed, please mention that you work for Better Beer Society in partnership with said brewery.*
- BAs should never disparage another brewery or beer and offer a professional/tactful response when asked about a beer/brewery they may not care for, redirection the conversation back to the client.
- BAs will always be considerate of other palates and understand that taste is subjective.
- BAs will be privy to certain internal information, both the BBS organization, as well as our clients. This information may not be for public knowledge and when instructed, BAs will keep all sensitive information confidential. Any release of this information without explicit permission is grounds for termination.

- The BBS Brand Advocate position is an at-will position. You are doing this for your love and passion of craft beer, education, as well as for compensation.
- Brand Advocates are responsible for and will be assigned a minimum of 4 samplings every month. However, you can always do as many as you want.
- BAs will be paid \$20/hour and each event will be a minimum of 2 hours. Brand Advocates are considered independent contractors.
- Payments for samplings will be received on the 1st and the 15th of every month for the previous months activities. For example:
 - Samplings completed on June 1st through June 15th will be paid July 1st
 - Samplings completed June 16th through June 30th will be paid July 15th
- BAs are responsible for verifying the age of customers. Please follow the locations ID checking standards. It is a good practice and highly recommended that you check ALL IDs.
- Brand Advocates shall indemnify and hold BBS harmless of and from any and all claims or liability arising as a result of negligence, intentional or other acts of the Brand Advocate.
- BAs should arrive no later than 15 minutes before their scheduled tasting time, introduce themselves to their point of contact, and set up tasting station. There is a zero-tolerance policy when it comes to BAs being late or for no-shows.
- BAs that are running late for any reason must call the location directly and notify them of your estimated time of arrival. If you are 15 minutes late, please stay 15 minutes longer. Habitual tardiness is grounds for termination.
- BAs who become ill or have an emergency on the day of their sampling must immediately speak with a manager via phone or text. Make sure that the manager acknowledges your request to miss the sampling.
- BAs should not use their cell phone during a sampling. If there is an emergency please step away from the sampling area to taking any phone calls.
- Being a Brand Advocate is a job, not a hobby. We aim to make this program fun and full of great benefits but needs to be taken seriously as well.

CONFLICT OF INTEREST

After much discussion, Better Beer Society feels the need to address the conflict of interest that occurs when team members volunteer or are paid by other breweries, distributors, or promotion companies for sampling events.

The beer community is a relationship-based community. We know that many of you have long standing relationships in this community that go back decades. Each of you have no doubt been asked to volunteer in exchange for access to a festival or offered free beer to help out at an event. Unfortunately, this presents a conflict of interest for us.

We want our clients to value the knowledge that each of you have. We put a price on that knowledge, but if those same clients can approach you directly and ask for you to volunteer for free entry into festivals, work events in return for samples, or pay you directly, it undermines our ability to gain or retain them as a paying client.

As part of the management of our team we work with the local sales reps, distributors, and local retailers to set up events. Due to the laws in our state this can be a complicated dance. It would not be uncommon for a distributor or a sales rep to not know that you work for our team and approach you to volunteer or be paid to help out at an event. If this should occur we ask that you tell them as an employee of Better Beer Society all sampling events need to be booked through our management team.

Should you have an existing conflict of interest or something that comes up in the future, please bring it to the Director of Operations so that we can discuss it. In some cases there will be clear conflicts, where you will be asked to make a decision about your continued employment with BBS. In other cases those lines might be blurred and we will need to evaluate the actual activities that would be occurring. Free admission to an event to pour beer for another company is considered a conflict of interest.

We are building something very important for the local beer industry and you are a direct part of this. We need to know that you understand our position. Before we came along, breweries and distributors were forced to let their beer be sold by individuals who may have never taken a sip of Milk Stout or a Double IPA in their life, and now they're tasked with trying to sell it and represent the brewery, because, well...that's the law and these promotional companies are capitalizing on it.

This is doing a disservice not only to the breweries and beer, but also to the consumers themselves. The response we have received from all tiers in the industry has been fantastic and we're met with gratitude that you guys are out there. We're not paying you \$20 / hour just because you're a nice person...we feel that you deserve it and that you are adding something to this team; hopefully you can appreciate our position in trying to build a new set of standards for sampling companies.

SCHEDULING

- As mentioned in the expectations section, Brand Advocates are responsible for and will be assigned a minimum of 4 samplings every month but we encourage you to do as many as you want.
- Available events will be posted in the When I Work Calendar as soon as we receive the requests from our clients. This is usually 2-4 weeks before the actual sampling date. We ask that you are proactive at taking samplings and regularly check the When I Work calendar for future events.
- All requests for time off are to be entered in When I Work at least one month in advance. Time off is subject to the managers approval.
- It is the responsibility of each Brand Advocate to update their availability in When I Work.
- We will make every attempt to schedule samplings near your home or place of business, but this may not always be possible. Should drive times be excessive we may opt to provide a mileage reimbursement. Again, this is subject to manager approval.
- Once you pick up or are assigned a shift, if you can no longer take the event, it is your responsibility to find a replacement. *(If a replacement is not available please notify a manager as soon as possible).*
- When I Work provides a system for which to drop and swap shifts, please use that whenever possible.
- Available shifts will be posted in When I Work, should a shift not be filled a notification will go out to all employees with open availability. Please make sure your notifications in When I Work are set to your preferred contact options.
- Please also take the time to acknowledge your shifts within When I Work. Any employees with unacknowledged shifts will receive messages from management to make sure you are aware of your scheduled events.

SAMPLING PROCEDURES

Before Every Sampling:

- Log into the When I Work calendar and review the info/stats on what you will be sampling.
- Review the sell sheets for the brand, the brand website to make sure you are up to date on their offerings and goings on.
- Make sure that you have at least 100 cups before going to an event or 300 for a larger event such as festivals or boat cruise. It is your responsibility to maintain your supply of cups. If you are running low, please notify your manager at least one week prior to your next event.
- BAs should wear a BBS or client shirt during tastings, and proudly display their Cicerone pin, when applicable.
- BAs should always have a bottle opener and small tub available for samplings. In most case the location will provide the tub, but in multi-vendor events there are often not enough. BBS will provide you with a tub, but you may also purchase your own. If you choose to use your own tub, please contact tTubs should be clear of branded stickers and kept clean and sanitary.
- BAs are to arrive at their location at least 15 minutes prior to each tasting. This will give ample time to check in with a manager or customer service, get the beers being sampled on ice & set up your sampling area.

Arriving At The Location:

- Clock into When I Work as soon as you arrive at the location. Should you not be able to clock in, send a message to brandadvocates@betterbeersociety.com indicating the time you arrived.
- The beers will be provided by the location in most cases, they are pulled from inventory and written off by the distributor. Your When I Work shift detail will let you now if you need to purchase the beer for reimbursement or on company card. Please save and send a copy of your receipt to brandadvocates@betterbeersociety.com

- In some cases, the beers assigned to pour will not be available at the location, or they may have low supply. Work with the location manager to develop a balanced offering of beers, & feel free to contact a BBS manager with any questions that you might have.
- If the beer you are sampling is out of date, check with a manager to see if they have any in date product. If they do not, please sample the beer, if it is still of good quality you can sample it, but please let a BBS manager know immediately that the location does not have in date product.
- Check the locations ID policy with a manager. (*Total Wine requires everyone's IDs to be checked. You should follow the locations policies, but when in doubt check EVERYONES IDs. You are responsible if an underage person is served alcohol. If you feel you need additional training on checking IDs please notify your manager.*)
- Find your brand everywhere it is located within the store. You should be able to direct customers on where to find the product in the store.
- Ask management to have a few units placed near your sampling table. Schell's has a standard of 10 units being at the sampling table. This is not always possible but make every attempt to make it easy for customers to find and pick up the product.
- Take photos of all floor stacks, cooler shelves, dry shelving, and signage for your brand. Include photos of posters and ads. Take a photo of any signage promoting your sampling event.
- Make sure you are aware of price points for client's brands before each sampling.
- Either take a photo of your sampling area/table, or have an employee take a photo of you behind the table pouring a sample.
- Feel free to post the sampling area photo to your personal social media. Tag the location that you are doing the sampling for, the brand that you are sampling, as well as the hours that you are there. (*ie: I'm at Blue Max liquors tonight from 4-7 sampling out the latest offerings from Schells. Come say hi to me and try the Fresh Hop!*)
- A sampling report must be completed for every sampling. The following should be completed before your event starts:
 - At the top of the report complete the following:
 - Location Name
 - Brand to Be Sampled
 - Location Contact Name (who you checked in with)

- Location Contact Number (listed in When I Work)
 - Date and Hours of Event
 - Your Name
 - Your Contact Number
- Indicate the brand(s) & style(s) being sampled in the table.
 - Fill in the sizes you are sampling (4x16oz, 6x12oz, 22oz, 750ml, etc.)
 - Include the price of each unit
 - Record the freshness dates. *Freshness dates can be several different formats. Such as Born On Date, Enjoy By Date, or Best By Date. They can also be in a traditional date form, Julian code, or a proprietary dating system designed by the brewery. If you are unable to determine the date, at least write down the code. If there is no code or date write NA.*
 - Note the number of cups that you are starting the sampling with, and who provided those cups.
 - Cooler Placement: did the store have beer in the cooler?

During The Sampling:

- BAs should save all empty cans and bottles. The location needs to return these to the distributor to get credit for the samples that we removed from inventory. Bottle caps can be thrown away. If you purchased your beer, you may throw the empties away.
- Remember cell phone use should be kept to an absolute minimum during tastings and never in front of client or customers.
- BAs are allowed to sample product during the sampling, but please use your best judgement and never over indulge. Certain locations such as Top Ten have strict rules regarding how much a BA may sample. Follow those rules.
- Samples should be 2oz. unless otherwise indicated by the location. You should not be pouring more than 3 repeats of the same beer to any one person. Consumers can sample all beer offerings.

- Smile, and engage with customers! It's important that you take the time to engage with customers, offer them interesting information about the beers you are sampling, as well as beer in general.
- Use open ended questions to get customers to engage with you, such as:
 - What kind of beer do you like?
 - What kind of food do you like?
 - Which of these beers have you had before?
- After they have sampled the beer, confirm their interest by asking:
 - Did you enjoy that?
 - Which one is your favorite?
 - Which beer would go best with your dinner tonight?
 - Can I grab one of those for you?
- Throughout the sampling, keep an eye on who picks up product. You might see it in their carts, they might indicate to you that they are going to grab a certain product, you might hand product to them, or see them at the checkout with it. Make note of any of your brands being purchased. You may not see everyone, but keep a tally of how much you think you have sold on your report.

At The End Of The Sampling

- Help clean up the area when you are finished. Ask what can be done to help. In general store staff will take care of everything for you but please offer to assist them in putting things away.
- Ask a manager if they can help you determine what you sold during the sampling. They should be able to look it up in their POS system and tell you. Be conscientious about how busy the store is. If a manager is busy, or not available to help, as if you can call them tomorrow to get the numbers. It's your responsibility to attempt to confirm these numbers, but is not always possible, so having an estimate is helpful.
- Hand a BBS feedback card to a manager and then thank them for having you in the store.
- Complete the remainder of the sampling report:
 - Total Number of Bottles Sampled
 - If you pull a 6 pack for your sampling and you only open 4 bottles write 4 of 6.
 - Total Number of Cups Used
 - Total Dollar Amount Sold
 - Total Number of Units Sold
 - 1 – 6 pack = 1 unit, 1 – 12 pack = 1 unit, 1 – 750ml = 1 unit
 - Indicate if the Location Traffic was heavy, medium or low

- Complete the samplers notes at the bottom of the page. Notes should include any information pertinent to the sampling:
 - Was this a multi-vendor event?
 - Was the weather bad effecting traffic?
 - Were there conflicting events that attracted customers away from the store?
 - Was there enough product? Was it in date?
 - Was the product you were requested to sample available?
 - Wat were some of the customers reactions?
 - What was most requested?
- Snap a photo of the completed sampling report and forward it along with all your photos to the brandadvocates@betterbeersociety.com email address. **Reports must be submitted within 48 hours.** The subject line of the email should be the sampling date and the location name.
- Have a beer! You're done!

CONSEQUENCES

- Brand Advocates are required to complete four samplings per month.
- Not meeting the required four samplings for two months in a row will result in immediate termination.
- Taking less than two samplings in a single month will result in your termination. Certain exceptions may be made for those who take time off in When I Work at least one month in advance.
- Surprise audits of your sampling events may occur. A poor performance (based on knowledge, not sales) will result in required training sessions. Repeated poor performance will result in termination.
- Tardiness is not tolerated. If you are going to be tardy you must notify the location and your manager immediately. Habitual tardiness will result in termination.
- No show, no calls result in immediate termination. If you have missed a sampling you must notify a manager immediately. More than 2 no shows will result in termination.
- Not submitting your sampling reports in a timely manner is unacceptable. 48 hours is plenty of time to fill out your forms and ensures that the information is fresh and accurate. Without proper reports, we cannot invoice and therefore will have late payment from our clients. BAs that are consistently late submitting reports will be terminated.
- If you are ill or have an emergency, you must notify a manager immediately so that we can try and find a replacement.