

Blueshift

Guidelines for Hosting A Successful Sampling Event

1. Scheduling Sampling Events

- Opt for days and times that will draw a larger crowd
 - Soft openings and grand openings
 - Events featuring other vendors, giveaways, etc
 - Before & after your busiest classes
- Consider the time of day and the relevance of products being sampled
 - People often don't linger after evening classes on weeknights, etc
 - Even though the samples are just a sip, people often want to try the product when they might naturally drink it: Pre-Workout *before* class, Recover Post-Workout *after* class, nothing caffeinated later in the evening, etc.
- Promote the event through social media and signage

2. Setting up the Sampling Area

- Select a well-trafficked area (ex. retail area, check-in area)
- Clear the area as much as possible to avoid distractions and confusion
- Setup the display
 - Sample drinks and product boxes should be on clear display
 - Sidekick bottles containing prepared drinks should be next to or behind the corresponding product
 - Any signage or marketing collateral can be placed where appropriate



3. Preparing Drinks

- For each of the Superblends you're sampling:
 - Fill serving container with 14 oz of *cold* water (to Blueshift tricon, if using a Sidekick Bottle)
 - Pour contents of 1 stick into water
 - Shake or stir to mix well

- Tips for Success
 - Label each container with Superblend contents to avoid confusion
 - Use cold, non-alkaline water to ensure best flavors

4. Pouring & Serving Samples

- For each of the Superblends you're sampling:
 - Give the drink a shake prior to pouring samples (natural ingredients will settle)
 - Fill sampling cups ¼ to ½ way up
 - Each stick makes 4-5 sample drinks
- Tips for Success
 - Only pre-pour 1-2 samples at a time to ensure samples are cold and well-mixed
 - Familiarize yourself with the selling points for each product (found on packaging, website, and product one-pagers)
 - Offer drinks using descriptors that are appealing and relevant
 1. Care to try one of these award-winning functional drinks?
 2. Try this Turmeric drink - it tastes like sunshine!
 3. Need to re-hydrate? This is the absolute best electrolyte drink - no added sugar, real pink himalayan salt, and organic berries!



5. Getting the Most From Your Event

- Have inventory of products being sampled available for immediate purchase
- Offer a sampling day promotion to incentivize purchases
 - Buy 2 boxes, get one free
 - 25% off entire purchase
- Ask questions and gather feedback / preferences
 - Use this to adjust your inventory offering to align best with your demographic

6. Key Suggested talking points (per product)

Pre-Workout* High energy, low caffeine endurance and strength support. The cleanest-label pre-workout you'll find!

Recover Lock in workout gains, combat post-exercise soreness (DOMS) with

Post-Workout* natural Tart Cherry and Boswellia

**Note:* Combined, the Pre- & Post-Workout provide 600mg dose of KSM 66 Ashwagandha®, clinically-proven to improve strength, cardiovascular endurance, and body composition.

Essential Aminos Muscle building blend - best tasting, more complete than BCAAs. Same amino acid profile as Whey protein but without the calories and dairy.

Electrolytes Provides all 5 electrolytes needed for optimal hydration (in their science-backed levels!). Sodium + chloride comes from natural pink Himalayan salt, not artificial sources. Plus real organic raspberries for added antioxidants!

- Turmeric** Ultra-bioavailable 1800+ mg curcumin equivalent with NO turmeric taste - you'd have to eat 4+ TBSP of regular turmeric to get the same benefits (yuck!)
- Energy + Focus** Long-lasting, jitter-free energy plus focus-enhancing l-theanine and nootropics. Adrenal-friendly blend. Caffeine from green tea and guarana seed (\approx 1 cup of coffee).
- Skin Defense +** 4 powerful skincare products in 1 delicious drink! Reduce eye wrinkles by 17% & boost elasticity by 15% with clinically-proven VERISOL® B Collagen. Plus clinically-studied 120mg of Hyaluronic Acid and powerful antioxidants.
- Joint Defense** Advanced comfort and mobility support - relief in 5 days with clinically-proven TamaFlex®!
- Bone Defense** Holistic bone-building blend. Goes beyond calcium with other nutrients that actively drive calcium into bones (D3, K1, K2)
- Immune Ultra** Fast-acting, 5-in-1 formula with nature's most potent superfoods and essential nutrients.
- Calm** Skip the wine and manage your stress in a healthier way. Adaptogens, amino acids, and soothing herbs to calm cortisol and help you relax.
- Sleep** Fall asleep faster, stay asleep longer, and wake up refreshed with sleep botanicals and 3 mg melatonin (no next-day grogginess!)
- Pre-Game** Pre-alcohol metabolism support - drink tonight, enjoy tomorrow! Combats acetaldehyde (a toxin produced when you drink alcohol that's responsible for many of the unwanted after-effects). Proactively supports 5 functions: liver, stomach, hydration, alcohol metabolism, blood sugar.