



THE SWEAT SQUAD GUIDES

SWEATY SAMPLINGS

LET'S GET IT!

WE'RE EXCITED FOR YOU TO BE SHARING NOOMA

We put together this guide to make things easier for you during your Sweaty Sampling! We trust you're a pro and know the NOOMA brand well but take a look over this guide to ensure the best possible sampling!



EVENT CHECKLIST

PREPARATION IS KEY

- ☐ The appropriate number of NOOMA drinks
- ☐ Ice
- ☐ Cooler
- ☐ Signage and coupon cards



CHILLING NOOMA

COLD IS KEY

NOOMA should be chilled for **AT LEAST 2 HOURS BEFORE** the event. NOOMA is best cold so serving it cold is very important.



EVENT SET-UP

SET UP NOOMA IN A PLACE THAT IS HIGHLY VISIBLE BUT NOT IN THE WAY OF THE EVENT.

- Set up before people start showing up so they see NOOMAs as they walk in
- Display your coupon cards and be sure to offer them to people that take a drink
- Put a few drinks on the table so people can see the product, not for them to take
- When it comes time to pass out drinks (before or after depending on the event) keep the lid of the cooler open
- Make yourself available to answer any questions regarding NOOMA



SHARING NOOMA

BEFORE AND/OR AFTER THE EVENT ANNOUNCE THAT YOU HAVE FREE DRINKS TO SHARE WITH EVERYONE AND THAT EVERYONE GETS A COUPON CARD WITH THEIR DRINK.

- It is typically best to share sports drinks at the end of the event and pre-workouts before the event
- Give everyone a full drink, no samples
- Be proactive with the coupon cards, this is the best time to get a lot of points added to your Infinity Rewards account!



PITCHING NOOMA

WE'VE FOUND THE MOST IMPORTANT THINGS TO DO PITCHING NOOMA PRODUCTS ARE QUICKLY DESCRIBING THE PRODUCT, USING A COMPARISON, STICKING TO THE MOST IMPORTANT POINTS, AND AUTHENTICALLY SHARING WHAT YOU LOVE MOST ABOUT NOOMA.

Pitching the NOOMA Sports Drink

"I brought NOOMA's organic sports drink for everyone to try. Think of it as a replacement for Gatorade except they use real ingredients and don't add any sugar. I personally love the taste and how good it makes me feel after a tough workout. Everyone gets a free one today!"

Pitching the NOOMA Pre-Workout

"I brought NOOMA's organic pre-workout drink for everyone to try. Think of it as a healthier, real-ingredient replacement for those super high caffeine, crazy fitness energy drinks. I love one right before my workout after a long day. Everyone gets a free one today!"



HAVE FUN!

SHARING NOOMA AT EVENTS IS THE BEST :)

- + Get a picture or two of people enjoying NOOMA and tag @drinknooma or send them to us so we can share on Instagram
- + Encourage people to share their NOOMA pictures on Instagram and tag @drinkNOOMA