



REGRAINED[®]

SUPERGRAIN⁺



Welcome to the ReGrained Revolution!

Welcome aboard! We are thrilled to have you leading the Edible Upcycling movement with us.

You are an incredibly important part ReGrained's ability to achieve its mission of simultaneously reducing waste and feeding people. We have a vision for a more sustainable future and a unique story to tell.

YOU are charged with the responsibility of telling our story, creating connection, and stoking enthusiasm that will earn our place in each customer's shopping basket (and stomach).

In this packet, you will find information about our company, our products, and expectations.

If you have any questions or concerns, reach out to demos@ReGrained.com



Getting Started with ReGrained: The Basics

1. Be sure you have signed and submitted the Brand Ambassador Contract
2. You will receive an invite to Homebase via email. Accept the invitation & enter your availability (<https://joinhomebase.com/support/how-do-i-let-my-manager-know-my-availability-for-the-week/>)
3. You will receive an email to get set up on Quickbooks. Enter your information so we can pay you!
NOTE: You will be required to submit a demo metrics form for reach demo before you are paid. So be sure to submit them every time 😊
4. If you do not already have a food handler's certificate, complete this course: <https://www.servsafe.com/ServSafe-Food-Handler>
 - Email your receipt and certificate to demos@regrained.com (we will reimburse you)
5. Download the Timestamp Camera app
 - For Android: Timestamp Camera Free <https://play.google.com/store/apps/details?id=com.jeyluta.timestampcamerafree>
 - For iPhone: Timestamp Camera Basic <https://itunes.apple.com/us/app/timestamp-camera-basic/id840110184?mt=8>
 - If you're unsure, the icon looks like this



6. Visit <https://www.regrained.com/pages/brand-ambassador-portal> and **bookmark this page!**
 - This portal contains all the links & forms that you will need to access on a regular basis

Forms

More Product or Replacement Materials: <https://goo.gl/forms/RN86RGtuOSaGTI1o2>

Demo Metrics: <http://bit.ly/2DXudgl>

Scheduled Demo Conflict Form: <https://goo.gl/forms/VrMyRyYYQ2NyKx8k1>



What You Do

- These are not just “product demonstrations”—you create in-store and event-centric marketing *experiences* for ReGrained
- By doing this, you will introduce ReGrained and our products to customers, providing education, and ultimately promoting sales
- You’ll also gather feedback and collect data
- You are the face of our brand, ReGrained’s feet on the ground!

Product Attributes/Selling Points

In order to most effectively stoke our customers, you’ll want to master these key product and brand attributes. Not every shopper cares about everything we do. Tailor your pitch to focus on one or two key values of our product.

1) Taste:

This is more important than anything else. ReGrained products taste incredible. There are a lot of other bars on the market, but none like ours. This is not a typical granola bar, or chalky protein bar, or a sugary “mush” bar. ReGrained SuperGrain⁺ bars are a wholesome snack bar that *actually* taste like they are crafted with recipes, not formulas. We use whole, clean, thoughtfully-sourced food ingredients. And innovative inclusions for enhanced functionality like: Manuka Honey for healing, Ginseng as an adaptogenic energy source, and Blueberry/Ginger for antioxidant properties. With our puffed grain blend, the texture is like a rice crispy treat. The flavors are bold. Here are some talking points to mention when a customer samples a specific flavor (talk while they chew!):

- Honey Cinnamon IPA
 - The slightly sweet cinnamon flavor makes this the perfect breakfast bar or mid-morning snack
- Chocolate Coffee Stout
 - This bar has a rich flavor -- a chocolate or coffee lover’s dream (but still only 160 calories!)
- Blueberry Sunflower Saison
 - A bit of a culinary journey -- each bite begins with sweet, tangy notes, and it finishes with a kick of ginger

2) Health:

ReGrained products don’t just taste great, they provide nutrition that supports an active, healthy lifestyle. Some key points here include...

- Low in **Calories**: ReGrained bars are only 160 calories, lower than leading snack bar brands. Ideal to hold you over in between meals.



- Promotes **Gut Health**: Rich in dietary and prebiotic fiber.
- Low in **Sugar**: ReGrained bars only have 8 grams per bar -- about half the sugar of the average snack bar.

3) Function:

Each bar is not only a healthy indulgence, but also provides functional value that helps promote an active, healthy lifestyle.

- Immunity (Honey Cinnamon IPA): Our Immunity Bar features Manuka Honey and Turmeric to help fight aging, reduce swelling, and support the immune system
- Energy (Chocolate Coffee Stout): This is our Energy Bar, it actually has some caffeine and ginseng to help boost your metabolism or get you through that mid-day slump.
- Antioxidant (Blueberry Sunflower Saison): This is our Antioxidant Bar, featuring cranberry, blueberry, and ginger.

4) Impact:

ReGrained's positive impact is our most important value, and likely yours. Our mission is what fills us with a sense of purpose and inspires us to jump out of bed every morning. However, this is not always what is most important to our customers.

Consider this: *Why do people buy Tesla cars?* Because they are fast and beautiful...they just happen to be electric. Most people buy ReGrained because our products are incredibly tasty, nutritious, and functional.

However, our sustainability efforts do set us apart and are important to share -- they will make people loyal lifetime customers. Just don't rely only on this.

- **Food Waste**: We rescue the food that is created every time beer is brewed and are pioneering a model for edible upcycling. If ReGrained didn't exist, this supergrain would not be feeding people.
- **Packaging Waste**: Our bars come in 100% compostable wrappers, leaving no waste at end-of-life. (Note: most other snack bars come in flexible film that can't even be recycled)
- **Certified B Corp**: B Corp™ is a global nonprofit that is, above all, committed to the idea that businesses should compete not only to be the best in the world but to be the best *for* the world. They award their rigorous certification to companies that exemplify transparency, accountability, and social and environmental responsibility.
- **1% For the Planet**: 1% of ReGrained's profits go to this organization, that distributes the funding to environmental non-profits.

Now For Some Tips and Tricks

The Hook/Shopper Engagement:



Bring the energy! Enthusiasm breeds enthusiasm. Be genuine! Make eye contact! What do you love most about ReGrained? Share this.

Here are a few opening lines that we've found work well:

- Want to try a bar that actually tastes good?
- Want to try something new?
- Want to try a delicious snack?
- Want to try your new favorite snack?

Keeping them engaged:

- Once a customer tries the sample, keep them at the table by telling them about the bar
 - Flavor/taste attributes (but don't overwhelm them with "facts")
 - Health benefits (again, don't overwhelm them with "facts")
 - Why *you* like them
 - Use occasions (light breakfast, healthy snack, etc)

The Hard Sell:

- If a customer is interested but walking away, don't be afraid to ask them "did you want to pick some up today, you can find them in aisle 7 (or wherever they live in the store)?"
 - This is a non-abrasive way to remind customers that they might actually want to buy this awesome new snack they tried.

Customer FAQs:

- Gluten-Free?
 - Simply put, no.
 - But -- our bars are low-gluten. If you're allergic, it's a no-go. If you're just watching gluten intake, this will be fine.
- Vegan?
 - The Blueberry and Chocolate are vegan. They only non-vegan ingredient in the IPA is Manuka Honey, which some vegans are OK with.
- Nuts?
 - All 3 bars contain almonds
 - There are no peanuts in our bars, but they are made in a facility that also processes peanuts.
- Organic?
 - The bars are made with organic ingredients (70% organic)
- What is upcycling?
 - Our base ingredient is barley from brewing beer. We "upcycle" this nutrient-dense grain to prevent delicious food from going to waste.
- What is prebiotic?



- A type of fiber that feeds probiotic bacteria.
- Why does it say IPA? Stout? Saison?
 - Our base ingredient is upcycled grain from craft breweries. They inspire our flavor profiles but NO bars contain alcohol or taste like beer.
- What kind of sweeteners do you use?
 - No refined sugar. Just tapioca syrup, brown rice syrup, and Manuka honey
- How much caffeine is in the Stout?
 - About a quarter of a cup of coffee
- Why isn't there more protein?
 - The bars have a well-rounded nutritional profile. We are an anytime nutritional snack bar, not a meal replacement.
- Which breweries do you work with?
 - We work with a number of breweries, locally we use Fort Point, Magnolia and others.

What does a successful demo look like?

- Selling 20 bars is our minimum standard for a successful demo
- \$10 bonus if you sell 30-39 bars
- \$20 bonus if you sell 40-49 bars
- \$30 bonus if you sell 50+ bars
- \$100 bonus goes to the highest performing BA of the month (based on average bars/demo)
- We will check with stores to confirm your reported numbers – so be honest 😊

Other Resources:

- Watch: [ReGrained Explainer Video](#)
- Read: [ReGrained Blog](#)
- Watch: [Co-Founder, Dan's TED Talk](#)

Scheduling

Provide Your Availability

- Shifts are scheduled through a software called [Homebase](#)
- Once you receive your email invitation to Homebase:
 - Accept the invitation
 - Enter your typical weekly availability
 - If you have any unusual availability coming up (vacations, weekend trips, finals, etc), please request this as "Time Off" at least a month in advance



- Download the Homebase app so you can check shift details on-the-go

Shift Allocation

- Demos will typically be scheduled 3-4 weeks in advance, based directly on the availability you have provided
- Once shifts are scheduled, you will receive an email notification.
 - Your shift will contain a note that says the store address, the metrics form, and any specific instructions

Missed Shifts

- If you have a conflict and are unable to staff your accepted demo, you MUST find another brand ambassador to cover it from this list: <http://bit.ly/2E0Ajg2>
 - If you have exhausted ALL possibilities, email demos@regrained.com to help find a solution.
- Once you have covered your conflict, please submit this form: <https://goo.gl/forms/cOE2SMFXlgM3m3Js2>
- Note: Once demos have been scheduled, failure to staff will jeopardize our carefully managed reputation with these stores. Failure to follow the coverage protocol above will result in termination.

Demo Prep

Before Demo:

- Check demo kit against Demo Kit Packing List
- Review list of how to make bonus money
- Double check store address

Arrival:

- Arrive 10 min before shift is scheduled, so you can get set up
- Find or ask for a manager, and tell them you are there for a demo for ReGrained Bars
- Ask them to show you where the bars are in the store & ask how the bars have been selling
- Take a timestamped photo of bars on the shelf using the Timestamp Camera App (link on page 1). **YOU MUST SUBMIT THIS PHOTO IN ORDER TO RECEIVE PAYMENT FOR YOUR DEMO**
- They will get you a table



- Take a look around where there is the best foot traffic. Ask politely if you can set up in that spot.
- Take bars off the shelves to sell - **do not sell sample bars that you are given**
- Make a note of how many bars there are of each flavor when the demo began
- Note price (and sale if any) - customers will ask

During Demo:

- Observe customer behavior, questions, and commonalities of those who pick up bars

After Demo:

- Count how many bars are left & be sure to know how many you sold
- Put remaining product back on the shelf & take an “after” photo with the Timestamp Camera App. **YOU MUST SUBMIT THIS PHOTO IN ORDER TO RECEIVE PAYMENT FOR YOUR DEMO**
- Throw away trash
- Thank the manager for having us in
- **Complete Demo Metrics Form & email timestamped photos to demos@regrained.com with the store name & date in the subject**
 - Form: <http://bit.ly/2DXudgl>
 - Note: You do not need to include any other information in the email

IMPORTANT: IN ORDER TO RECEIVE PAYMENT FOR YOUR DEMO, YOU MUST SUBMIT THE DEMO METRICS FORM & EMAIL YOUR TIMESTAMPED PHOTOS.



Demo Kit Packing List

We will send you your initial demo kit. Keep track of your sample bar inventory and proactively request additional product in advance if you are running low. You can request more product and replacement demo kit materials on this form: <https://goo.gl/forms/RN86RGtuOSaGTI1o2>

You are also welcome to replace broken demo kit materials yourself. Submit your receipt to demos@regrained.com for reimbursement.



1. 8 sample bars of each flavor
2. Table runner
3. Knife
4. Tongs
5. Cutting board
6. Gloves
7. Stickers
8. Signage (may vary)



Demo Table Set Up



How to Cut & Serve Bars



1. Cut once vertically & five times horizontally to make 12 equal pieces.
2. Keep bars neatly on the cutting board
3. Ask customer which flavor they would like, and place it in their hand using the tongs



Monthly Webinar

- We will host a **mandatory** webinar on the first day of every month (or the following Monday, if it falls on a weekend)
- Calendar invites will be sent to your email. Join the webinar by clicking the link in the email
- The webinar will be used to announce updates, answer any questions, announce the monthly bonus winner, and help us feel like more of a team!
- You will be paid for 1 hour of your time for each webinar
- If you cannot make it to a webinar, please let us know immediately. We will allow you to watch a recorded version

Payment

- You will be paid a flat hourly wage for the number of hours you were scheduled for
- Upon hiring, we will send you an email to sign up for Quickbooks. Be sure that the address listed on QB is the address you want your checks sent to!
- You will be paid in check by mail once a month
- We recommend that you always double check your paychecks against shifts worked that month

Bonuses/Promotions

You'll have the chance to earn a bonus at every demo

- Selling 20 bars is our minimum standard for a successful demo
- \$10 bonus if you sell 30-39 bars
- \$20 bonus if you sell 40-49 bars
- \$30 bonus if you sell 50+ bars
- \$100 bonus goes to the highest performing BA of the month (based on average bars/demo)
- We will check with stores to confirm your reported numbers – so be honest 😊

Promotions will occur on the following schedule:

- \$15/hour “Bronze” => 0 – 10 demos/events completed
- \$18/hour “Silver” => 10 – 20 demos/events completed
- \$20/hour “Gold” => 20 - 100 demos/events completed
- \$22/hour “Green” => 100+ demos/events completed

We'll pay you more for:



- \$20 per photo of better shelf placement/merchandising (need a photo of before/after)
- 10% commission for new stores that place a minimum order of \$100 (paid after commission total is greater than \$50)
- \$100 per new Brand Ambassador hired (paid after 2 months of work)
- \$25 per media article (online must generate at least 25 click-throughs)
- \$10 per photo that we use on our social media.

Thank you!

You are mission-critical to our success.

Good luck out there, and let us know how we can better support!

