

# OFF-PREMISE RECAP

Event Date: \_\_\_\_\_

Location: \_\_\_\_\_

Time: \_\_\_\_\_

Brand/Program \_\_\_\_\_

How many consumers attended the event? \_\_\_\_\_

How many consumer interactions occurred? \_\_\_\_\_

Number of consumers sampled? \_\_\_\_\_

Number of bottles used for sampling? \_\_\_\_\_

Price per bottle \$ \_\_\_\_\_

Total cost of samples (if purchased from account): \$ \_\_\_\_\_

Featured product – regular price (750mL): \$ \_\_\_\_\_

Featured product – special price (750mL): \$ \_\_\_\_\_

Key competitor price and brand: \$ \_\_\_\_\_

**Total bottles sold:** \_\_\_\_\_

(How many of each size?)

50 ML \_\_\_\_\_

375 ML \_\_\_\_\_

1 L \_\_\_\_\_

200 ML \_\_\_\_\_

750 ML \_\_\_\_\_

1.75 L \_\_\_\_\_

**Customer comments:**

**Account staff/manager comments:**

**Spokesmodel Comments:**

(Would you recommend conducting more events at this account? Why or Why not?)

**Fax to 512.341.3654 ASAP**

**Spokesmodel:** \_\_\_\_\_