



MORE FLAVOR PER POUND.
IT'S THE LAW.

8/6/10 Job Opportunity Posting

Retail Merchandising Specialist & Demo Team Lead

Join the Deli Patrol, heroically saving mouths and taste buds for deli fans in New England and beyond. We have the world's best deli products; and this is a great opportunity for a creative and energetic retail execution star to help us assure success for our growing list of up-market retailers.

You will develop and utilize relationship, selling and merchandising skills and techniques to promote our brands at the store level. You will be – or develop/supervise staff to deliver – our front-line retail support services including product demonstration, merchandising, consumer visibility via deli case placement and proper signage, POS placement, pricing support, and in-store foodservice program tie-ins.

Your retail responsibility includes communicating, explaining, training, and enforcement of Deli and Product standards, product education and training of customer deli clerks, deli managers, in-store foodservice associates and demo personnel.

This position will require you to work product demos, refine demo systems and infrastructure, hire and train additional company demo individuals and/or work with and train retailer Demo teams and third party demo agencies.

This position is hands on, will make the most of your take charge attitude.

Specific responsibilities:

Merchandising: Conduct store visits with the frequency outlined by management. Your goal is to improve our product position, visibility and performance vs. other brands. Install POP, product cards, shelf talkers, POS etc. Check product placement, stock levels, movement, rotation as necessary to maintain all product sku placements authorized. Follow through with all clerks and store management in regard to promotions and demo's scheduled.

Selling: Provide strong follow-through on all programs and new products authorized and planned with retailers; provide customers with order templates, gladly take and process orders, and assure prompt communication of any distribution or product issues arising in the field. We have the world's best products, and we need your help to assure we provide the world's best service.

Relationship: Build rapport and create and maintaining strong and friendly relationships with all store personnel including department managers, clerks and store managers. Maintain great working relationships with all Demo personnel. Their morale and attitude toward our team are important to their effectiveness and the messages our brand will communicate to the public.

Training and Development: Constant training, continuous improvement, reinforcement and enforcement are key at the store level - Diligently follow up with all store personnel as well as demo agencies and associates.

Demo management: You will have total responsibility for execution of the Demo process including hiring of demo personnel, training and monitoring all demo activities. At times – especially in the beginning - this position will require performing actual demo's as well.

Geography & Schedule: Territory covers New England and Metro New York/New Jersey. Overnight travel is required and this position regularly requires weekend activity. Days off will often be Monday and Tuesday.

Prior experience in this capacity will be helpful, as would experience in the deli or meat department of high-profile food retailers.

Compensation: Commensurate with experience to \$50K base plus substantial bonus incentives and generous benefits.

Check us out at www.MoreFlavorPerPound.com to learn more and get hungry.