

NYC Beverage Sales Rep

October 21, 2011

Job Description

Beverage Sales Rep (Grocery PEI / DPE)
 Location(s): Northeast Regions (NY, NJ, CT)
 Reports to: (Mike Seina and Jeremy Sartori)
 Salary: \$45,000

Objective

The objective of this position is to manage the Ready to Drink sections at Whole Foods and Fairway by developing and fostering relationships with the store level decision makers to ensure Presence Marketing / Dynamic Presence can compete with the brands that are serviced by DSD, and to combat the overall difficulty of the market itself.

Responsibilities and Accountabilities

- Ensuring all RTD's are present on shelf
- Tag maintenance – both every day and promotional
- Sell case stacks when applicable
- Meet all goals set by manufacturer
- Help the other outside sales reps on specific tasks/goals when needed

Relationships and Roles

Inside

- Reports to Mike Seina and Jeremy Sartori
 - In Paylocity new person will roll up to Jeremy Sartori
- Directives will be given by Mike Seina and Jeremy Sartori weekly
- Will work alongside the other outside sales reps at the same level

Outside

- This person will be responsible for all brands (listed below) in all stores (listed below)
- 3 of 4 weeks of month this rep will be in the city (6 Whole Foods and 3 Fairways Markets)

Proposed Schedule

Week 1

- Monday 4 stores in NYC
- Tuesday 4 stores in NYC
- Wednesday 4 stores in NYC
- Thursday 4 stores in NYC
- Office Day

Week 2

- Monday 4 stores in NYC
- Tuesday 4 stores in CT
- Wednesday 4 stores in NYC
- Thursday 4 stores in NJ
- Friday 4 stores in NYC

Week 3

- Monday 4 stores in NYC
- Tuesday 4 stores in NYC
- Wednesday 4 stores in NYC
- Thursday 4 stores in NYC
- Office Day

Week 4

- Monday 4 stores in NYC
- Tuesday 4 stores in CT
- Wednesday 4 stores in NYC
- Thursday 4 stores in NJ
- Friday 4 stores in NYC

This person will have an office day every other Friday (twice a month)

Work would consist of Monday – Friday

- In-store scanning coordinators don't work weekends
- This person needs to be in the stores 1st thing Monday to recoup from the weekend and combat the DSD people to ensure our space is protected
- Saturdays tend to be too busy to get anything accomplished

Brands

- | | | |
|--------------------|---------------------|----------------|
| 1. Honest Tea | 10. Bigelow | 19. Ex Drinks |
| 2. Numi | 11. Balance Water | 20. Guru |
| 3. Harmless Harvst | 12. Zico | 21. HiBix |
| 4. Cheribundi | 13. Sweet Leaf | 22. Lakewood |
| 5. Kevita | 14. Inko's | 23. Mama Chia |
| 6. Brain Toniq | 15. BLK Beverages | 24. Mix-1 |
| 7. Guayaki | 16. Dahlicious | 25. Naya Water |
| 8. Oogave | 17. Rooibee Red Tea | 26. Chantea |
| 9. Alo | 18. Code Blue | |

Store List / Coverage

- | | | |
|---|---|---|
| Whole Foods Chelsea
250 7th Ave At 24th St
New York, NY 10001 | Whole Foods West Oran
235 Prospect AvenueWest
Orange, NJ 07052 | Whole Foods Bowery
95 East Houston Street
New York, NY 10002 |
| Whole Food Columbus Cir
10 Columbus Circle
New York, NY 10019 | Whole Foods Darien
150 Ledge Road
Darien. CT 06820 | Whole Foods Tribeca
270 Greenwich Street
New York, NY 10007 |
| Whole Foods Edgewater
905 River Road
Edgewater, NJ 07020 | Whole Foods Greenwich
90 E. Putnam Avenue
Greenwich, CT 06830 | Whole Foods Upper West
808 Columbus Avenue
New York, NY 10025 |
| Whole Foods Madison
222 Main Street
Madison, NJ 07490 | Whole Foods Jericho
429 North Broadway
Jericho, NY 11753 | Fairway - Broadway
2127 Broadway
New York, NY 10023 |
| Whole Foods Millburn
2245 Springfield Avenue
Union, NJ 07088 | Whole Foods Lake Grove
120 New Moriches Road
Lake Grove, NY 11755 | Fairway Market - Harlem
2328 12th Avenue
New York, NY 10027 |
| Whole Foods Montclair
701 Bloomfield Avenue
Montclair, NJ 07042 | Whole Foods Manhasset
2101 Northern Boulevard
Manhasset, NY 11030 | Fairway - Paramus
17 N and Ridgewood Ave
Paramus, NJ 07652 |
| Whole Foods Paramus
300 Bergen Town Center
Paramus, NJ 07652 | Whole Foods Milford
1686 Boston Post Road
Milford, CT 06460 | Fairway Market - Pelham
847 Pelham Highway
Pelham, NY 10803 |
| Whole Foods Ridgewood
44 Godwin Avenue
Ridgewood, NJ 07450 | Whole Foods Westport
399 Post Road
Westport, CT 06880 | Fairway - Plainview
50 Manetto Hill Road
Plainview, NY 11803 |
| Whole Foods Union Sq
4 Union Square South
New York, NY 10003 | Whole Foods White Plains
110 Bloomingdale Road
White Plains, NY 10605 | Fairway Market Red Hook
480 - 500 Van Brunt
St. Brooklyn, NY 1123 |

MIDWEST EAST | WEST

12 Executive Ct.
Suite #1
So. Barrington, IL 60010
Phone: (847) 277-9500
Fax: (847) 277-9656

SOUTHWEST

9430 Research Blvd.
Bldg. IV, Suite #180
Austin, TX 78759
Phone: (512) 328-6233
Fax: (512) 328-6525

ROCKY MOUNTAINS

1871 Folsom Street
2nd Floor
Boulder, CO 80302
Phone: (303) 544-5933
Fax: (303) 544-5914

NORTHWEST

1414 31st Ave. S.
Suite #201
Seattle, WA 98144
Phone: (206) 723-3023
Fax: (206) 721-2419