

# **TASTINGS**

## **ON-PREMISE PROMOTION FEEDBACK FORM**

### **Promotion Information**

|                         |               |
|-------------------------|---------------|
| Name of Bar/Restaurant: | Product:      |
| Date :                  | Name of Rep : |
| Time :                  | Name of Rep:  |

### **Product Information:**

|                     |              |                                    |                              |
|---------------------|--------------|------------------------------------|------------------------------|
| Product mixed with: | Drink Price: | Estimated # Bar sold:              | Comments on Drink Recipe(s): |
|                     |              | Number of Bottles of Product Sold: |                              |

### **Merchandising:**

|                     |   |
|---------------------|---|
| Describe Giveaways: | What promotional material was at location promotion product?<br>Table Tents: <span style="float: right;">Yes      No</span><br><br>Posters or Banners up: <span style="float: right;">Yes      No</span><br><br>Other items (describe): |
|---------------------|---|

### **Customer Information:**

|   |           |       |                   |       |         |      |
|---|-----------|-------|-------------------|-------|---------|------|
| How many people were sampled?   | 0-20      | 21-40 | 41-60             | 61-80 | 81- 100 | 100+ |
| What was the average age range of customers?<br><i>(circle more than one group if applicable)</i> | 21-25     | 26-30 | 31-35             | 36-40 | 41-50   | 50+  |
| Gender Breakdown?   | Males     | %     | Females           | %     |         |      |
| Customer Demographic?   | Caucasian | %     | African American  | %     |         |      |
|   | Hispanic  | %     | Asian             | %     |         |      |
|   | Other     | %     | (what Ethnicity?) | _____ |         |      |

### **Feedback:**

|                   |   |
|-------------------|---|
| Promotional Reps: | Special Event: <i>(please indicate if there was a special event Taking place)</i> |
|-------------------|---|

|                     |                    |
|---------------------|--------------------|
| Customers Comments: | Managers Comments: |
|---------------------|--------------------|

Bar Managers or Managers Signature \_\_\_\_\_