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PRODUCT CONNECTIONS

# IN-STORE SAMPLING EVENT

Month XX-XX, 2023



# IN-STORE SAMPLING RECAP



Product Connections  
A WIS INTERNATIONAL COMPANY

## The Collection Prosecco Sparkling White Wine, & Sparkling Rosé Wine



- [Event Notes]

**XXX%** overall event lift

in stores vs. the 4-week prior average in same locations

Lift was highest on Friday at

**XXX%**

vs. the 4-week prior average in same locations

(Saturday: XXX%, Sunday: XXX%)

**Non-event control locations** experienced a  
**XX% sales increase**

vs. the 4-week prior average in same locations

## EVENT EXECUTION

**XX Scheduled Stores**

**XX% Executed** (XX stores)

**XX% Non-Executed** (XX stores)

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Store XXXX



Store XXXX



Store XXXX



Store XXXX