

in-store sampling

What is it?

A unique opportunity to generate trial of a product through active selling

Key benefits

- Unique capability to generate trial of a product through active selling
- Great for launching NPD by directly interacting with shoppers in person, generating interest and providing them with information
- Sampling is available in 134 stores which have been specifically chosen based on footfall and sales
- Ability to deliver hot or cold food sampling either around store entrance or in the aisle (subject to Sainsbury's approval)
- It is possible to share with a complementary brand, which provides both cost savings and increased reach - broadening the shopper audience



Set-up

Live for
1-3 days

Booking lead time
8 weeks

Artwork lead time
4 weeks