



MALT BEVERAGE DISTRIBUTOR 360° ASSESSMENT

Distributor Performance Survey with a Full Scope Option...

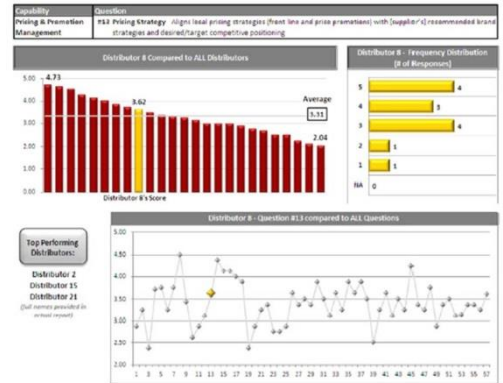
For the past 7 years, Tamarron has offered malt beverage distributors the opportunity to receive feedback from suppliers on their sales, marketing and operations performance, through the Distributor Performance Survey. This year, we are broadening your choices and the scope of our offerings...

Introducing the Distributor 360° Assessment...a customizable Performance Assessment collecting feedback from Customers, Suppliers and Employees! Choose 1, 2 or all 3 evaluation options!



Supplier Assessment (same as Traditional Distributor Performance Survey)

- Pick only the key suppliers that you want to align your future with and have them assess your performance in topics such as:
 - Planning
 - Portfolio Strategy
 - Feature/Display Execution
 - And more!
- Receive a comprehensive analysis of your company's performance
- Learn more about your company's perceived strengths & opportunities
- Evaluate your performance vs. your peers



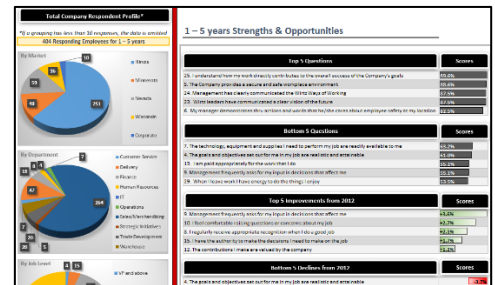
Customer Assessment

Questions	County 1	County 2	County 3	County 4
Price Communication - Provides upcoming price promotion or price change information in a timely manner	2.60	3.25	3.00	3.44
Invoice Accuracy - Provides accurate invoices	3.67	4.00	4.00	3.90
Sales Rep Capability - Sales representatives are capable to conduct thorough and effective sales call at your account	3.17	4.75	3.89	3.90
Use of Selling Tools - Sales representatives use relevant sell sheets, samples and other sales tools when presenting, selling and marketing brands in your account	2.67	4.00	3.22	3.80
Display - Builds timely, professional, and creative displays in your account	2.87	2.75	2.78	3.20
Category Management - Provides category management strategies, software and recommendations for the beer category within your account	2.17	3.00	2.89	3.30
Promotions & Sampling - Schedules and manages promotions and sampling events in your account with a competitive frequency and quality to other beer distributors	2.00	2.50	2.00	2.80
Paper POS - Professionally prints current theme or account program paper point of sale on the shelf, display, etc. and ensures correct pricing	3.13	3.50	3.33	3.20

- Gain another perspective of performance on similar sales, marketing and delivery focused questions
- Learn how your team is performing with your key on and off premise customers
- Understand how your team's performance ranks against your in-market competitors

Employee Assessment

- Learn how your employees perceive your company's performance against distributor roles & responsibilities
- Gain yet another perspective of performance on similar sales, marketing and delivery focused questions
- Add an employee satisfaction / engagement component



Customizable 360° Assessment

- Secure input from all three evaluators at a discount
- Receive an interactive Excel dashboard that allows you to identify common and unique strengths and opportunities from each source

