

2016 Food and Fiber Pavilion GO TEXAN General Store Happy Cooks Policy and Procedures

The staff of Happy Cooks is happy to provide you a complete turn-key retail service for the GO TEXAN Pioneer Brand General Store. We are here to assist you to make this year's State Fair of Texas the best and most profitable yet. Many members have launched their brands to major retail outlets from this platform. Email is our preferred method of communication and this will be how you will receive general communication from us. Make sure that we have a valid email address for you and/or the person who will be responsible for providing information. Please contact us if you have questions. We are here to serve!

We Provide Secure Storage: We have added more security cameras and we will allow members into the back storage rooms by appointment only from 7:30 a.m. to 9:30 a.m., Monday through Friday. Members must be accompanied by a Happy Cooks associate—no exceptions. This will help secure the area.

We Provide Accurate Inventory Through Our POS system and Typed Packing Lists: Typed packing lists will be required to ensure legibility. There will be a \$25 charge for us to create one to ensure the accuracy of your product inventory. We will provide you a packing list template at no charge but you may use your own if you wish as long as the item number and description and bar code is typed and only the quantity hand written.

We Merchandize and Restock Your Shelves: After the Fair opens, only Happy Cooks staff will restock store shelves. No members will be allowed to restock their own or other members' product once the fair begins, unless they are a sponsor.

If you would like to stock your shelves during member set-up days prior to the opening of the Fair, you can. Once you have it set the way you like, we will take a picture and restock according to that picture throughout the Fair.

We Provide Real time Sales and Inventory Data Reports: You will be given web access via a username and password before the Fair opens for real time sales data information. Please note that company information, such as inventory figures, will be visible to all users who login to the system.

PRE-FAIR STEP-BY-STEP

1. **By 9/01/16**, submit your product list in the format provided below (if we are providing barcodes, leave the bar code field blank).
2. **By 9/01/16**, order your barcodes, include the address we are to mail them to and how many of each are needed. We will be sending barcodes via USPS tracked mail by 9/09/16.
3. Affix your barcodes to your products prior to delivery or shipping to the Pavilion.
4. **Initial inventory for set up. Ship to arrive 9/14–26** Monday through Friday only from 9 a.m. to 4 p.m. Ship your products with a typed written itemized packing list. If delivered outside these hours or days no one will be available to sign for the shipment and it will be returned at your expense. **Member in-person delivery extends through 4 pm of 9/28/16.**
5. **By 9/22/16**, make your appointment for Member initial set-up if you are doing it yourself.
6. **Member set-up days:** Begins on 9/26/16 at 9:00 a.m. and will be in 30-minute intervals for check-in of product only. You may use your discretion when stocking shelves. Only 3 vendors during each 30-minute interval will be allowed for check-in. From noon – 1:30 p.m. there will be no vendor check-in during **lunch**. The last appointment will be at 4:00 p.m. This schedule goes for all three days of check-in from 9/26–28.
7. **Information needed to make your company's appointment:** Pick four (4) appointment times that best suit your needs. Send us an email with your company name and four (4) top appointment times desired. All appointment times are on a first-come, first-served basis, and all emails are time stamped. If you do not get your first choice, then we will go to your next desired time and so forth.

POINT OF SALE (POS) SYSTEM SETUP

Barcodes and Labels: Members needing barcodes for their product need to email a product list (see the information below on required information) no later than 9/01/16. All products received by Happy Cooks must have their barcode labels affixed before arrival. If you do not have a barcode, we will be happy to provide you with UPC barcodes and labels. The initial set up fee is \$3.00 per new item plus \$0.04 per label, with a minimum of 30 labels per item. The cost for returning members that already have existing barcode numbers that need extra labels printed will be \$0.04 per label, with a minimum of 30 labels (no mix and match). The cost of any labels ordered will be deducted from your final sales check after the Fair has ended.

Labels will be mailed directly to the member for application. Each unit is not required to have a price tag but must be labeled with a barcode. Every shelf will have tags below each product, with the item name and price of the item for the convenience of the customers. We must make sure that all barcodes can be read when scanned for inventory and sales. Each barcode must be related to only one product, if you have the same product in different colors, flavors and/or sizes, each must have its own barcode in order to keep an accurate accounting of that inventory.

Product Lists: All members must submit their product list via email by 9/01/16. The list must include the name of the item, unit size, unit price and UPC or UBC barcode (see example below) with clearly legible digits. Please include a sample of the label for each product that has a barcode with your list. This information will be used in programming the POS and sales terminals. The picture below gives an example of what information should be included.

Pricing: Retail price points are at the discretion of the member. Please keep in mind that once we have received pricing for your items, **it cannot be changed**. If you'd like to speak with us about pricing your products, we will be happy to assist in whatever way we can.

Product List Template (Excel version attached):

- Category: Leave blank
- Item Name: Fill in
- Description: Fill in
- Barcode: Fill in
- Prompt for Price: Put N for No
- Unit Cost: Leave blank
- Price: Fill in
- Primary Vendor: Your name
- Sold by weight: Put N for No
- Tax Category: Put "Sales Tax" for yes, blank for no.
- Available for sale POS: Put Y for yes
- Available for online sale: Put N for no
- Online Name: Leave blank
- Package cost: Leave blank
- Unit/Package: Leave blank
- Units on hand: Leave Blank

	A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P
1	REQUIRED Category	REQUIRED Item Name	Description	Barcode	Prompt for Price	Unit Cost	REQUIRED Price	Sold by Weight/Measure	Tax Category	Available for Sale on POS	Available for Sale Online	Online Item Name	Package Cost	Units/Package	Primary Vendor	Units on Hand
2	Drinks	Bottled Water		123456	N		1.99	N	Sales Tax	Y	Y	Water Bottle	8.50	24	ABC Vendor	100
3	Desserts	Cake Slice	Slice of Cake		Y	0.75	2.99	N	Sales Tax	Y	Y	Cake Slice			Cake King	20
4	Mexican	Chicken Fajitas	Grilled Chicken Fajitas			3.25	9.99	N	Sales Tax	Y	N					50
5	Mexican	Chicken/Steak Fajita	Chicken and Steak Fajitas			4.20	10.99	N	Sales Tax	Y	N					
6	Sides	Chips		22336567	Y		0.99	N	Sales Tax	Y	N		7.25	24	DEF Vendor	
7	Sandwiches	Grilled Chicken Sand	Grilled Chicken Sandwich		N	1.75	6.99	N	Sales Tax	Y	Y	Grilled Chicken				10
8	Deli Meat	Oven Roasted Turkey			Y		7.94	Y	Sales Tax	Y	Y	Roasted Turkey				

Alphanumeric 10 characters maximum.	Alphanumeric 20 characters maximum.	Alphanumeric 30 characters maximum.	Numeric 20 characters maximum.	Numeric 2 decimal places. No \$ sign.	Y or N Y = Yes N or blank = No	Numeric 2 decimal places. No \$ sign.	Y or N Y = Yes N or blank = No	Alphanumeric Blank = default tax category. Must match tax category text exactly as defined.	Y or N Y = Yes N or blank = No	Y or N Y = Yes N or blank = No	Alphanumeric 30 characters maximum. If no online item name is entered, it will default to Item Name.	Numeric 2 decimal places. No \$ sign.	Numeric If the item is received by Package, enter a number that is greater than 1. If item is received individually, enter 1 or leave the field blank.	Alphanumeric 40 characters maximum.	Numeric 2 decimal places. Value ignored for multi-store merchants.
--	--	--	-----------------------------------	---	--------------------------------------	---	--------------------------------------	---	--------------------------------------	--------------------------------------	--	---	--	--	--

Sales Tax: In the template you will use, the sales tax column should be as follows:

Taxability	Tax Category	Product Type
Not Taxable	Leave blank	Water, 100% juice, and other edible, but not single serve ready to eat or drink prepackaged products.
Taxable	Put "Sales Tax"	All non-food products and single-serve ready-to-eat or drink prepackaged products, other than water or 100% juice.

INVENTORY

When deciding on the amount of product you need, it is best to mark out your shelf space on a table top, fill it with your product and send enough to fill that space **three times**. Storage space is limited so **DO NOT ship your entire Fair inventory at one time**.

Startup Inventory (Third Party Shipping): All members that ship their products via a 3rd party carrier (i.e. UPS, FedEx), must ship their products so they arrive between 9/14–28.

You must address your labels as follows:

To: John De Simone c/o Happy Cooks
Fair Park
Food and Fiber Pavilion
GO TEXAN General Store
1233 Washington Avenue
Dallas, TX 75210

Startup Inventory (hand delivery): You may deliver your products directly to the Pavilion between 9/14 through 9/28 only. See scheduling information above in the “Pre-Fair Step-by-Step” section.

***** Due to multiple exhibitors moving in and heavy traffic congestion, Store deliveries will NOT be allowed through the Texas Department of Agriculture (TDA) loading dock. Make all product deliveries through the double door entrance located closest to the Store storage room. Please park on the pavilion side of Washington Avenue ONLY. Parking on the other side (City of Dallas side) blocks traffic and your vehicle will be towed at your expense. *****

Once received, product will be counted and verified. If shipping from 3rd party and counts do not match initial packing slip, we will contact you via email with amounts actually received and or damaged products if any. Please include a packing list detailing all items and counts that were shipped. Packing list must be typed with all product information: product description, barcode information, quantity and date. If there is no packing slip with your shipment, we will create a packing slip for you and charge you \$25 per packing slip. (We will not accept any handwritten packing slips.) If you would like a packing slip template for you to use to avoid the \$25 fee before your product is delivered to the Store, please let us know. This will be a one-time template at no cost to you.

Inventory Replenishments: All members will be provided current sales inventory data via the web on a daily basis. You will be provided the website address to look up your sales data and be given a username with password. Based on those reports, you will be able to determine the need for additional inventory. All inventory items must be checked in with a representative of Happy

Cooks. TDA staff is not authorized to sign for product under any circumstances. Once counted and verified, we will provide you with a receipt of your delivery. Allow 24 hours after delivery for products to show up in our system.

After the Fair opens on September 30, we will only accept member deliveries or third party carrier deliveries from 7:30 a.m. to 9 a.m., Monday through Friday. No deliveries will be accepted on weekends, unless prior arrangements have been made and confirmed by Happy Cooks. No large delivery trucks are allowed on the grounds after 9 a.m. This is a State Fair rule because of traffic issues. Shelves will be stocked daily by our staff and replenished as needed during the day.

Back Stock: Product that does not fit on your shelf space will be stored in our secure storage area. Members will only have access to these areas in the presence of a Happy Cooks representative by appointment only. If for any reason you need to remove any inventory, it must be coordinated through a Happy Cooks, and will be representative and documented.

Sampling Inventory: If you will be sampling your products, do not include the inventory for sampling in the inventory for the General Store retail space. Please bring those items with you on the day of sampling. DO NOT take products off the shelf for sampling or any other reason. We will not accept responsibility for products if you do. If you must remove products you must notify us and provide us an out inventory signed receipt and we will then take them from the shelf. Due to limited storage space, we will not be able to store sample product in our secure storage area. **No exceptions.**

Inventory Balances: The State Fair ends Sunday, October 23. No product can be removed from the building until Monday, October 24 beginning at 9 a.m. A schedule will be emailed for appointment-only pick-ups of product. It will be scheduled in 30-minute increments with no more than four vendors at one time. The email sign-up will be on a first-come, first-served basis. All emails are time stamped for equal opportunity. This schedule allows us to have the most accurate counts for every vendor. All products must be picked up by noon on Wednesday, October 26. If for any reason you cannot pick up your product by noon on Wednesday, October 26, you may request that it be packed and shipped at your own cost by Happy Cooks. The cost for shipping will be a \$25 handling fee for transport and a \$10 charge per box over 5 boxes, plus actual shipping charges. Any product remaining after October 26 will be handled by and disposed of in the manner most appropriate as determined at the discretion of TDA.

SHELF SPACE AND LAYOUT

Shelf space is purchased directly through TDA. Happy Cooks does not sell shelf space. Product placement is determined before Fair set-up by TDA and Happy Cooks based on shelf availability and design layout of the shelving units and store. Final approval of the layout is made by TDA. Requests for specific store or shelf placement are not guaranteed.

Most shelving in the store consists of Metro-style racks. Shelf size is 48" wide x 16" deep x 11" tall. NO DOUBLE STACKING of any products is allowed. If you plan to place your products on your shelves during set-up week, please let us know in advance so that we can have your product available at your assigned shelf space. No company is allowed to merchandise or restock after Fair begins.

The Store layout is final once set by TDA. Inventory and products cannot be moved or relocated.

LOSS PREVENTION

It is our goal to have zero loss; however, this is not always possible. Happy Cooks uses security cameras and unarmed dedicated security personnel to deter theft and catch any potential theft on film for prosecution.

If a vendor sustains a loss due to damage or theft, indicated by a discrepancy between total sales, starting and ending inventory, Happy Cooks is allowed up to 4% of total vendor inventory for such losses. Happy Cooks will be responsible for any losses that exceed 4%. Missing, stolen or broken product will be noted and itemized after final inventory counts are tabulated. Any damaged products will be noted upon receipt, vendor will be contacted, and such products will not be included on the inventory sheet.

PAYMENTS

Happy Cooks will mail your check no later than Friday, November 18, 2016. The check will reflect the 30% Commission for all sales of products made during the Fair and any charges or fees. Note there will be no refunds of shelf space rental fees by Happy Cooks as a result of product sales which do not meet or exceed shelf space fees paid to TDA. If we receive notice from TDA of any pending holds, we are required to hold your payment until the issue has been resolved. Written notice will be provided to you in the event of any holds. All payments will include a copy of your sales report and any deductions will be itemized.

Contact Information:

John De Simone, owner Happy Cooks

Email: gotexanstore@gmail.com

Mobile: (817) 714-8183

Important Dates

- 9/01/16 **Order barcode labels from Happy Cooks via email, if necessary.**
Members needing barcodes: Product information must be received by Happy Cooks for POS and Sales Terminal Programming via email.
- 9/14–26 Product being delivered by 3rd party carrier prior to set-up week **must be delivered by 4 p.m.** to the Pavilion (MONDAY THROUGH FRIDAY ONLY).
- 9/14–28 Member delivery of product accepted 9:00 a.m. – 4:00 p.m.
- 9/26–28 **Members Merchandising Days.** Member delivery of product accepted 9:00 a.m. – 4:00 p.m. Those members choosing to do the initial merchandising of their own shelves may only deliver and merchandise from 1:00 p.m. – 4:00 p.m.
- 9/29/16 No deliveries accepted. Store being prepared for 5:30 p.m. Preview Event.
- 9/30/16 State Fair Begins
- 10/23/16 State Fair Ends
- 10/24–25 Remaining product may be picked up 9:00 a.m. – 5:00 p.m. by appointment only.
- 10/26/16 Remaining product must be picked up BY NOON. Pickup begins at 9:00 a.m. All remaining product that are left after noon on the 26th, will be boxed up and shipped to you via Happy Cooks, at the expense of the member, or you may choose to have your items handled in another manner. Items not designated for delivery, donation or disposal will become the property of TDA and may be used or donated at its discretion.
- 11/18/16 All checks will be mailed by this date, unless otherwise instructed by TDA.