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HOLIDAY TASTE OF SAM'S CLUB Bite Size Samples and Holiday Recipes Focus of Open House to Kick-Off Entertaining Season

FUN FACTS

Holiday Taste of Sam's Club– Serving Millions

Holiday Taste of Sam's Club is an annual event during which members and guests can kick off the holiday entertaining season and get a preview of fresh ideas including cooking demonstrations and tips while sampling a smorgasbord of foods including gourmet appetizers, boneless Spiral Ham and French Rack of Lamb as well delicious desserts.

- During the three-day Holiday Taste of Sam's Club, Nov. 20-22, more than 500,000 pounds of food will be served.
- Approximately 9 million people will sample product during the Holiday Taste of Sam's Club event.
- More than 15,000 associates are dedicated to plan and carry out the 2009 Holiday Taste of Sam's Club.
 - Each day during Holiday Taste of Sam's, 21 associates in each Club will be dedicated to the event to prep, cook and serve members and guests.
- A total of 48 different menu selections will be available to sample throughout the three-day event.
- More than 600 Sam's Club locations will host a Holiday Taste of Sam's Club event.

Sam's Club Samples – a Tradition

Sam's Club's samples are a well-known tradition and anecdotal tales persist about shoppers counting on Sam's Club's demos to replace a daily meal. Sam's Club Associates take special pride in the events to entertain shoppers and enhance the shopping experience.

- In 2008, Sam's Club locations across the country held nearly 2 million sampling or demo events.

For information contact Kristy Reed, 479.277.7021.