

# How To Compensate For Loss Of Demos

## Why do you invest in demos?

Reduce risk for consumers

Exposure in the store

Feedback

Sells product

Personal contact

Other

## What is the impact of the new environment?

No in store demos

Consumers are making lists

Online shopping is higher

Hours on social media are up

Baking and cooking more

Other

## Options in the new environment

Influencers

Get on the list

Menus

Website guarantee

Other