Unit Title:	**Promote food or drink products by offering samples to customers**
OCR unit number:	44
Sector unit number:	C.49
Level:	2
Credit value:	2
Guided learning hours:	13
Unit reference number:	D/503/5714

Unit purpose and aim

This unit assesses the occupational competence of individuals who are responsible for promoting food or drink products by offering samples to customers.

Learning Outcomes	Assessment Criteria
The Learner will: 1 Understand the business reasons for offering samples of food or drink to customers	**The Learner can:** 1.1 explain how giving customers the opportunity to sample products can help to increase sales 1.2 explain how to recognise opportunities to: • display samples • encourage individual customers to sample products 1.3 explain the criteria to be applied when selecting products for sampling, including product type and sell-by date
2 Be able to set up attractive and hygienic displays of food or drink samples	2.1 describe the required temperatures for safely storing and serving samples of food or drink 2.2 prepare samples of food or drink in line with: • food safety requirements • organisational procedures for preparing and displaying samples
3 Be able to interact with customers at a display of food or drink samples	3.1 provide customers with information about any potentially allergenic ingredients in the food or drink samples being offered 3.2 use words and body language in ways that attempt to encourage customers to sample and purchase food or drink products being offered 3.3 describe to customers where in the store the sampled products can be purchased

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Learning Outcomes	Assessment Criteria
4 Be able to dispose of food or drink samples in line with organisational procedures	4.1 monitor the freshness of food or drink samples on display 4.2 remove samples from the display when they no longer meet organisational requirements for freshness 4.3 dispose of waste products in line with: • organisational procedures • organisational recycling requirements • food safety requirements 4.4 record food disposals in line with legal and organisational requirements

Assessment

This unit requires workplace assessment of occupational competence. It is internally assessed by centre staff and externally assessed by an OCR External Verifier.

The unit is competence-based. This means that it is linked to the candidate's ability to competently perform a range of tasks associated with their work.

The unit needs to be assessed in line with the relevant Sector Skills Council's (SSC's) Assessment Strategy or Principles. Skillsmart Retail's Assessment Principles for Retail Qualifications can be found on their website (www.skillsmartretail.com).

Assessment conducted by an external/peripatetic assessor must adhere to section 4.2.1 of Skillsmart Retail's '*Retail Qualifications Assessment Principles'*. As such, OCR requires the line manager or the owner/manager to sign and date the bottom of each unit Evidence Record Sheet (ERS) to both confirm their involvement and the candidate's competence. This should be on or prior to the signature and date provided by the assessor.

Evidence requirements

OCR does not stipulate the mode of delivery for the teaching of the content of this unit. Centres are free to deliver this unit using any mode of delivery that meets the needs of their candidates. Centres should consider the candidates' complete learning experience when designing programmes of learning.

Guidance on assessment and evidence requirements

You should refer to the '*Admin Guide: Vocational Qualifications* (A850)' for *Notes on Preventing Computer-Assisted Malpractice*.

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National Occupational Standards (NOS) mapping/signposting

This unit is based on the NOS reference SSR.C275

NOS can be viewed on the relevant Sector Skills Council's website or the Occupational standards directory at www.ukstandards.co.uk.

Functional skills signposting

This section indicates where candidates may have an opportunity to develop their functional skills.

Functional Skills Standards					
English		**Mathematics**		**ICT**	
Speaking and Listening	✔	Representing		Use ICT systems	✔
Reading	✔	Analysing		Find and select information	✔
Writing	✔	Interpreting		Develop, present and communicate information	✔

Additional information

For further information regarding administration for this qualification, please refer to the OCR document '*Admin Guide: Vocational Qualifications' (A850)* on the OCR website www.ocr.org.uk .