

HOT Mama PARTY TRAINING

Are you a **HOT Mama**? You can be! Let's get Healthy & Organized with Tupperware. The following document offers tips to help you achieve your goals and the goals of your Hosts with a very special HOT Mama Party, perfect for longtime, new and expecting mamas—or anyone who knows a mama.

This fun, new party concept is inspired by our latest recipe

book, *When Mama Eats Well*, which focuses on healthy eating at any stage of pregnancy and beyond. We collaborated with Heidi Murkoff, author of *What to Expect When You're Expecting*, the cherished companion to expecting moms for over 25 years. Our *When Mama Eats Well* recipes are smart solutions for all mamas, and we're so excited for you to have the opportunity to reach this part of your community!

5 STEPS FOR THROWING THE PERFECT **HOT Mama** PARTY

step 1

Find leads to
date a HOT Mama party.

Think about who would want to host and attend. Family, friends, neighbors, coworkers or anyone else who might have kids or recently announced a pregnancy are a great place to start. Scan Facebook, the most popular place to post adorable kid pictures and big news. Besides email, Facebook is great for invites—we've even created cover photos that will help create awareness for the HOT Mama Party!

Another option:

MAKE IT A HOT MAMA-TO-BE PARTY!
Look exclusively for an expecting Mama who will invite friends and family to celebrate the news of their new bundle of joy—or even break the news! This super fun theme lends itself to a potentially larger party, as it can also be a gender reveal party or baby shower.

There's also

the option of approaching someone you may not know well, perhaps a friend of a friend with kids or another Mama you've seen around the neighborhood. This party will benefit even those without children—it's a great product demo for anyone aspiring to get healthy and organized.

See the last
page for great
HOT Mama Party
games!





Check out all of the awesome branding materials we have for you:

- 1 HOT Mama Facebook Cover Photo
- 2 HOT Mama Party Print Invitations
- 3 HOT Mama Party Labels
- 4 Example Facebook & Email Messages

THESE MATERIALS ARE AVAILABLE FOR DOWNLOAD AND CUSTOMIZATION AT FROM YOUR SALES FORCE WEBSITE.

4 Example Facebook/Email messages for HOT Mamas:

For HOT Mama Party

Hello _____!

Hope you're well! As you know, I'm a Tupperware Consultant. Tupperware has recently collaborated on a new recipe book with Heidi Murkoff, author of *What To Expect When You're Expecting*. This new *When Mama Eats Well* recipe book has awesome recipes and tips on nutrition for eating right even at your busiest, which I know can be difficult as a mom. I would love for us to throw a party at your house to share tips on healthy eating and organized meal prepping. Our HOT (Healthy, Organized with Tupperware) Mama Party will introduce you to some of my favorite products and this is a great time to invite friends over for a little socializing!

I look forward to partying with you!
Signature

For HOT Mama-to-Be Party

Hello _____!

Congratulations, I saw that you announced you're expecting! This is really exciting! As you know, I'm a Tupperware Consultant. Tupperware has recently collaborated on a new recipe book with Heidi Murkoff, author of *What To Expect When You're Expecting*. This new *When Mama Eats Well* recipe book has awesome recipes and tips on nutrition for eating right during pregnancy. I would love to throw a party at your house to help celebrate your big news with your friends, and I can share tips about how to eat healthy before baby comes. Our HOT (Healthy, Organized with Tupperware) Mama Party will introduce you to some of my favorite products and could be the perfect option for your gender reveal or baby shower!

I look forward to partying with you!
Signature

step 2

Prep yourself and your Host for the party.

✓ **FIRST, CHECK OUT THE GETTING STARTED GUIDE** you received in your kit, which has step by step instructions for any and all Tupperware parties.

✓ **THEN, READ THROUGH *When Mama Eats Well*** for important info to share. (Hint: Check out Heidi's super helpful and informative "Letter from Heidi" on pg. 7 and the vitamins and minerals resources on pg. 102) Start the party with a "Must-Knows for Hot Mamas" session—using the information you learned from Heidi's letter, make cute, informative cards to pass around.

✓ **NOW, YOU DON'T HAVE TO BE AN EXPERT**, but it will help to have Heidi's book on hand, too! Grab a copy of *What To Expect: Eating Well When You're Expecting* or download the What to Expect app on your iPhone or iPad. They're both great resources for all things pregnancy!



Learn recipes from *When Mama Eats Well* and choose products to demo.

So now that you're familiar with the front and back of the book, dive into the recipe sections. The book contains 51 healthy recipes, a fun fact for guests so they know there's a wide variety. Demo quick dishes that are easy to pass around.

RECOMMENDED RECIPES TO DEMO

(pick one to two):

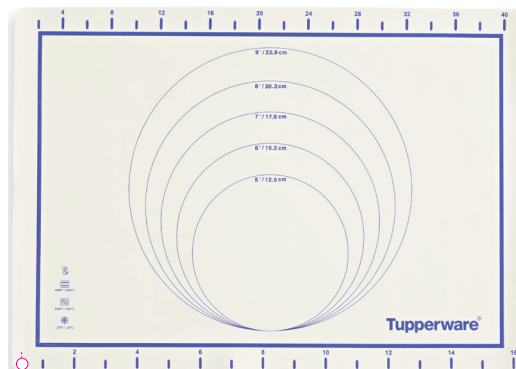
- * Crunchy Kale Chips (pg. 46)
- * Sweet Potato Boat (pg. 74)
- * Flatbread Salad (pg. 67)
- * Chocolate Banana Ice Cream (pg. 33)

Recommended products to demo:



POWER CHEF® SYSTEM

Awesome for family meal prepping!



SILICONE WONDER® MAT

Word choices to keep in mind when demonstrating



TUPPERWARE® SMARTSTEAMER

HEALTHY Filling
fast simple Family-favorite
FLAVORFUL

step 4

Be ready to talk about getting organized.

What do all busy Mamas need? Organization! Tips for getting organized are in the "Plan Ahead" section on pg. 98 of *When Mama Eats Well*. This section offers instructions for planning meals by pairing whole grains, lean proteins and veggies for freeze-ready meals that will keep Mama going even when she's at her busiest. Talk about getting organized! (This is also a great time to talk about our handy Vent 'N Serve® Containers, a must-have for HOT Mamas.)

Always remember:
When they learn,
they return!

step 5

Call to action: EXPLAIN HOW THE TUPPERWARE BUSINESS IS AN AWESOME SOLUTION FOR ANY MOM.

Nothing feels more important than being home with baby the first year after a child is born, and often long after. That's why so many new Mamas have joined Tupperware's amazing community of supportive women.

Share a personal story about how your Tupperware business has been helpful to you as a HOT Mama, or share the story of another HOT Mama that you know of or have read about on our blog.

It's great to also remind them to follow Tupperware U.S. & Canada on social media and visit the blog at blog.tupperware.com for updates on our collaboration with *What To Expect*®, plus recipes, lifestyle and cooking tips and personal stories from other amazing women who started their own Tupperware business.

HOT Mama PARTY GAMES



DON'T SAY BABY As you greet each guest, give them a ribbon for their wrist or a diaper pin to wear on their shirt. Once all of your guests have arrived, announce that they can't say "baby" until after the product demo. If anyone hears someone else saying "baby," he or she can steal the rule breaker's ribbon or pin. At the end of the game, the person with the most ribbons or pins wins a prize.



MY WATER BROKE The perfect icebreaker! Freeze small toy babies in ice cubes. Add an ice cube, with toy baby, to everyone's drinks. When the ice cube melts, the baby will float to the top. Whoever's baby floats to the top first will win a prize. (*Hint: Offering a refreshment-based game is also a great way to start a discussion about the Hydration section of When Mama Eats Well, beginning on pg. 12.*)



NAME THOSE BABY PRODUCTS This is a great game because each expectant or new Mama can potentially learn about a helpful product they may not have known before. Give each guest a pen and paper and ask them to list as many baby products as they can in 2 minutes. Award the guest with the most products a prize.



TUPPERWARE SHAPE-O® TOY SHUFFLE Our classic kid's toy is the perfect product for this easy game—blindfold your guests, and set a Shape-O® toy in front of each of them with the ten pieces to the side. Whoever puts theirs together first, wins! Award the guest with a Shape-O® Toy or product of their choice.



We can't wait to hear your original HOT Mama Party ideas and see party pictures! Share with us by submitting your HOT Mama stories on our TupperLive site or using #tupMOMents. We also welcome feedback on additional tools that will make your HOT Mama Parties a success.

Share HOT Mama
Party Photos on
social media using
#tupMOMents.