



# The Scoop

## A Newsletter for FPI Testers

December  
2013

### **Getting Personal...**

Do you ever wonder why FPI asks for personal information, and what we do with it when we collect it? Many testers are reluctant to give out sensitive information, and we often get questions from testers on this issue. The reason is simple: in order for our clients to bring the best products to market, they need to fully understand their customers. They need to know which age ranges, which genders, and which income levels are most likely to buy their products. When reporting test results, we combine your responses with everyone else's. The more they know about their customers, the better they will be able to provide exactly what you want!

You can rest assured that we do not share any contact information with anyone, without your express approval. Moreover, even in small group discussions, we use only first names and last initials.

At Food Perspectives, we take your privacy very seriously. As an FPI Tester, you are extremely valuable to us, and we will never sell your information to anyone.

### **Help FPI Spread Some Holiday Cheer!**

Please join with the entire staff of FPI to help make the holiday season a little bit brighter for a child in the Twin Cities. Bring a new unwrapped gift to your next test at our Plymouth location and put it in our Toys for Tots drop box. We will be accepting donations through December 20th.

### **It's Cold and Flu Season Again...**

If you are sick or not feeling well on your scheduled test day, we ask that you do not attend. Just call our Customer Care department at (763) 354-2776 to cancel. Thank you!

### **Win \$500 just for testing with FPI!**

We're spreading some holiday cheer! If you test with FPI between November 1st and December 15th, your name will be entered into a drawing to win \$500. Check your Available Tests often, as we add new tests every day. The winner will be notified by December 17th, and will be posted on Facebook. Happy Holidays!

### **Hispanic Testers Needed**

Invite your family and friends to become FPI Testers, so they can earn money by tasting food and sharing their opinions! You will earn \$5 for each Hispanic adult you refer, who signs up to be a tester between now and December 31<sup>st</sup>, 2013.

Here are the details: Each referral must:

- Be a new tester.
- Be of Hispanic ethnicity.
- Be between 18 and 60 years old.
- Live in the Twin Cities metro area.
- Sign up by calling Customer Care. Web sign-ups do not count, as we cannot track the referral back to you.

Tell your Hispanic friends and family to call (763) 354-2776 to sign up by December 31<sup>st</sup>. Make sure they mention your name as the person who referred them!

### **Holiday Hours for Customer Care**

Food Perspectives Customer Care department will be closed on the following days:

- Friday, December 20th
- Christmas Eve
- Christmas Day
- New Year's Eve (5-9 PM)
- New Year's Day

***Happy Holidays to All Our Testers from FPI!***

Customer Care:  
763.354.2776  
9-9 Mon-Fri 9-5 Sat  
www.fpitesters.com

**Thank you for being an FPI Tester!**  
***Taste Food. Get Paid.***



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