



BUSINESS NAME

T's Kitchen

PROJECT NAME

Exhibition Toolkit 2

CO-FOUNDER

Adirath Trehan

WEBSITE

**In Support Of**



**Sample  
Smart,  
Not Just  
Generously**

ADDRESS

Site No. 2, Timber  
Market, Sector 26,  
Chandigarh - 160101

PHONE

+91 9876693793

# Sample Smart, Not Just Generously

T's  
Kitchen

## Core Idea

Sampling is not about quantity – it's about guided experience that leads to conversion.

## Why It Matters

A product trial without context rarely converts into a sale.

## What To Do

- Offer samples with a short explanation.
- Highlight key differentiators while they taste.
- Ask a simple question: “What did you notice?”
- Pair samples with a quick pitch.
- Control portion sizes to maintain quality perception.

## Co-Founder's Words

A sample without context is just free food. Use that moment to tell your story, explain ingredients, and highlight what makes your product different. Guide the experience. When customers understand what they are tasting, they connect more deeply and are far more likely to convert into buyers immediately.