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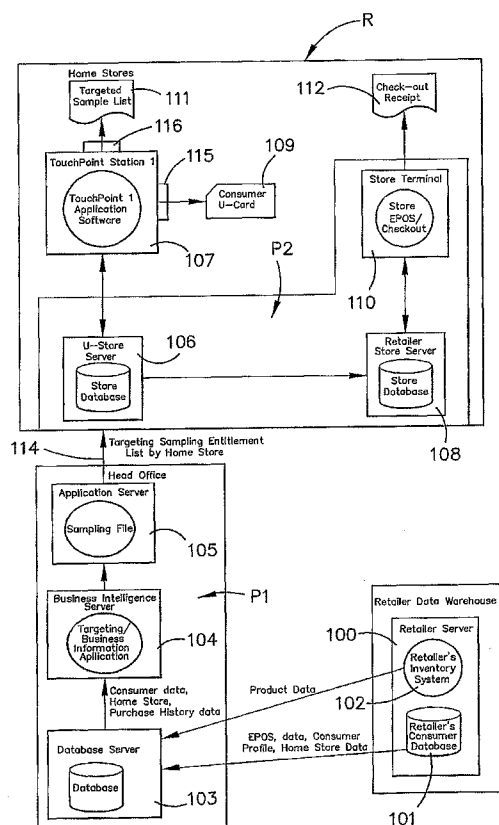
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(54) Title: A SYSTEM AND METHOD FOR PROVIDING A SAMPLE OF A PRODUCT TO SHOPPERS



(57) Abstract: A system and method for providing a sample of a product to shoppers is disclosed. A card reader (115) is provided for reading a shopper's card to identify the shopper and a targeted list (111) of promotions for that shopper can be generated by a printer (116). Sample products which are to be received by the customer, together with the promotional product list, is produced by a processor (P1). The processor (P1) also determines the retail outlets to which sample products should be provided based on the shoppers who are to receive the samples and the home retail outlet at which the shopper shops.

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