

# FreshCo Canada

## Coupon & Price Matching Policies

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### Price Matching Policy

Our "Cheaper Guaranteed" promise means if a major supermarket competitor within this store's geographic trade area offers a lower price on any item that we carry in our store, simply show us their price on their flyer/ad (current) or receipt (within 7 days of purchase) and we will sell you that item for 1¢ less. Applies to identical items (same brand, item type (in the case of produce, meat and bakery), size and attributes) or comparable items in the case of private label. Does not apply to prescriptions. Excludes 'spend x get x'; and 'free' promotions and discounts obtained through loyalty programs. We reserve the right to limit quantities. "Our major supermarket competitors", "geographic trade areas" and "comparable items" are determined solely by us and are based on a number of factors that can change from time to time. We reserve the right to make changes to this program without prior notice.

### Coupon Policy

We think coupons are a great way for you to save even more money at FreshCo, so we now accept both Vendor Pre-Printed Coupons and Internet/Printable Coupons.

In order to protect us both from fraudulent coupons that are sometimes found in the market, we have a few conditions:

- We will accept one coupon per item purchased.
- Coupons for Buy One Get One will be honoured.
- All coupons must have the following:
  - A valid product name,
  - A valid expiry date.
  - A bar code.
  - A Canadian redemption address.
- In addition, for Internet/Printable coupons:
  - Must be legible.
  - Must say "Internet Coupon".
  - Have a value of \$25 or less
  - Internet/Printable Coupons for "Free" product will NOT be accepted.

*As of September 3, 2012*  
*Source: <http://freshco.com/Faq.aspx>*