

# CUPON REDEMPTION POLICY

We operate under the formats of Bruno's, Food World, Southern Family Markets, Buy 4 Less, and Piggly Wiggly. We appreciate your business and your interest in our coupon redemption policy. Our policy for the three basic types of Coupons, **Manufacturer**, **Store**, and **Internet** is explained below, as well as our policy on accepting **competitor's** coupons.

**Manufacturer Coupons** are those coupons for which Southern Family Markets is reimbursed by companies that sell product in our store. Within these guidelines, there is no limit to the number of manufacturer coupons you may use for your entire transaction.

- a. We double manufacturer coupons with a face value of fifty cents (\$0.50) or less. For example, if you have a coupon valued at more than \$0.50, we would redeem it for face value; it would not be doubled. A \$1.00 coupon would be redeemed for \$1.00, not \$1.50. If you have a coupon for \$0.40 it would be doubled to \$0.80; a coupon for \$0.50 would be doubled to \$1.00.
- b. Limit of ten (10) Manufacturer coupons **doubled** on any like item.
- c. Manufacturer coupons cannot be layered with a store coupon; you cannot use more than one coupon per item purchased. However, within these guidelines, there is no limit to the number of coupons you may use for you entire transaction.
- d. Limit of twenty (20) like Manufacturer coupons can be used when you purchase twenty (20) like items.
- e. Value of coupon cannot exceed the value of item. (If value exceeds the price, the item is free but no cash is given back).
- f. All coupons accepted must be in date, legible, and no photo copies.

**Internet Coupons** Southern Family Markets will accept **Internet Coupons** when they are approved by Management. Coupons should never decrease the order for more than the product. Coupons should never be copies or altered.

- a. We do not accept "free product" internet printed manufacturer coupons.
- b. Internet coupons must scan at checkout.
- c. Internet coupons must have serial numbers and follow industry-standard format.
- d. Manufacturer Internet printed coupons must clearly indicate that they are a manufacturer coupon and have a valid manufacturer address printed on the coupon.
- e. Only one **Internet Coupon** allowed for each like item.
- f. Value of coupon cannot exceed the value of item.
- g. We do not accept any Internet printed coupons in excess of four dollars and ninety nine cent (\$4.99).
- h. All coupons accepted must be in date, legible, and no photo copies.

**Store Coupons** are coupons from our advertisements or mailers and the reduced items coupons we use on in-store items.

- a. Store coupons are not doubled.
- b. Store coupons cannot be layered with a manufacturer coupon; you cannot use more than one coupon per item purchased.
- c. Value of coupon (when free) cannot exceed the value of item.
- d. All coupons accepted must be in date, legible, and no photo copies.

**Competitor's Coupons** are not accepted in most of our locations. We do have a few stores that are an exception for this rule and in these locations we have signs posted on the doors to notify you which competitor's coupons are honored there. Please ask the Store Director at the store where you shop if you are unsure of their policy.

Due to the high incidence of fraudulent coupons in the market, we reserve the right to deny any coupons we cannot verify as legitimate.

**THANK YOU FOR SHOPPING WITH US.  
WE APPRECIATE YOUR BUSINESS!**

**If you have any further questions about our coupon policy,  
please ask to speak with the Store Manager.**