

Here's how to...

Process Cards, Certificates, Coupons & Vouchers

There are a variety of discount offers that may be presented by customers in your Cold Stone Creamery® locations. The offers listed below are national offers and are required to be accepted in all locations. Other optional offers may be utilized in your store, Co-op or market. Say YES to your customers and accept all Cold Stone Creamery coupons. The national offers have specific ringing instructions and some are reimbursable if submitted to Kahala.

NATIONAL PROMOTIONS & OFFERS
All locations are required to honor national promotions and offers.



designs will vary

Cold Stone Creamery® Gift Cards

- Process by swiping card through terminal
- If card cannot be read, enter the 16-digit number from the back of card
- See terminal quick reference guide for instructions on how to perform a balance inquiry and other terminal functions



designs will vary

Cold Stone Creamery® eGifts

- Process by entering the 16-digit number on eGift
- See terminal quick reference guide for instructions on how to perform a balance inquiry and other terminal functions
- See eGift Crew Training Poster for more designs and eGift FAQs



\$5 Paper Gift Certificates (Reimbursable by ACH Credit)

- Paper Gift Certificates were used prior to the launch of the Gift Card program; they may possibly have old dates in the disclaimer lines, but they remain valid and are to be accepted at all stores
- Ring \$5 paper Gift Certificates as \$5 cash
- Write "VOID" on the front and the store number on the back of each certificate and mail to Kahala for a \$5 reimbursement per certificate
- Mail to Kahala, Attn: Gift Certificate Reimbursement

DO NOT DEPOSIT
Gift certificates are not to be deposited at the bank, as it will result in an NSF fee that will not be reimbursed.



My Cold Stone Club™ BOGO Offer

- A Buy One, Get One (BOGO) offer is emailed to customers 24 hours after joining our club
- A BOGO offer is also sent to members of our email club 7 days before a birthday and expires 7 days after a birthday
- The BOGO offer reads "Buy one Like It®, Love It® or Gotta Have It® and get one FREE (of equal or lesser value)" and is valid for ALL Signature Creations™, Create Your Own Creations, Shakes, Smoothies and Frappés (including Signature Creations or Create Your Own Creations ordered in a plain or dipped waffle product and any number of additional mix-ins); simply stated, the lesser value item is FREE
- Ring BOGO offers using the PLUs printed on the coupon (each coupon includes a PLU for a Like It, Love It, Gotta Have It Create Your Own Creation, Signature Creation, Shake, Smoothie and Frappé; Plain and Dipped Waffle Product; and Mix-in)



Ultimate Indulgence Certificates (Reimbursable by check to be sent to the store)

- Corporate-issued paper certificates sent by Donnelly to guests who, after 72 hours, have not had a response to their complaint; valid for a Free Love It® Signature Creation™ in a plain waffle
- Ring Ultimate Indulgence Certificates using PLU 220 FRLVWFL
- Certificates are distinctive with metallic foil lettering and should not be challenged as "fraudulent"; certificates possibly have old dates in the disclaimer lines, but they remain valid and are to be accepted at all stores
- Write "VOID" on the front and the store number on the back of each certificate and mail to Kahala for a \$2 reimbursement per certificate
- Mail to Kahala, Attn: Jennifer Nilsen

Here's how to...

Process Cards, Certificates, Coupons & Vouchers *continued*...



Costco® Voucher (Reimbursable by ACH Credit)

- Paper voucher valid for a Like It® Create Your Own with 1 mix-in or \$3.50 towards other menu items
- Ring paper vouchers as \$3.50 cash; remove \$1 from net sales (for each voucher accepted) by following the instructions on KTEC Online
- Multiple paper vouchers can be used in a single transaction
- Mail paper vouchers and the completed Costco Tracking Sheet (including store number) to Kahala for a \$2.50 reimbursement per voucher; documents to be included with submission for reimbursement can be accessed from KTEC Online under Operations / Gift Cards.
- Mail to Kahala, Attn: Costco Voucher Reimbursement



eGift Social Gifts

- Electronic gift given to friends through email or Facebook®
- Ring eGifts by using the manual gift card procedure and entering the 16-digit account number from the eGift certificate on the gift card terminal; tender on the POS using the Gift Card Redeemed button
- A printed eGift certificate is not required for redemption, as long as the customer can provide the 16-digit account number from the certificate
- If a customer purchases product for less than the value of the eGift, only ring in what was purchased and do not give change
- If a customer purchases product for more than the value of the eGift, apply the full value of the eGift towards the transaction total then collect the remaining balance from the customer
- eGifts can only be redeemed once
- eGifts are reimbursed the same as all other gift cards (i.e., through First Data®)



2 for \$5 Coupon

- Some Co-ops (DMAs) have distributed 2 for \$5 coupons as part of their media plan; if coupons are being distributed in your co-op, it will be indicated on your media plan
- Ring 2 for \$5 coupons using PLU 192
- These offers are likely to stay in the Co-op they were distributed in, but there is a chance they can travel; please gladly accept these coupons
- Coupons will expire every 6 months (June 30th or December 31st) and the year will be handwritten into the expiration date by your marketing representative prior to distribution



American Express® ZYNC Rewards Card (Reimbursable by ACH Credit)

- \$5 Cold Stone® Sweet Reward Card and Free Like It® Signature Creation™ Card
- Ring in the offer-specific PLU (printed on the back of the card); write "VOID" and the store number on the back of the card
- Mail card to Kahala for a \$2 reimbursement per card
- Mail to Kahala, Attn: Amex ZYNC Reimbursement

DO NOT SWIPE
These cards are not gift cards. They have no stored value and will not swipe.



Feed the Children Certificates (Reimbursable by check to be sent to the store)

- Feed the Children certificates were put into circulation a few years ago and may have old dates in the disclaimer lines, but they remain valid and are to be accepted at all stores
- Write "VOID" on the front and the store number on the back of each certificate and mail to Kahala for a \$2 reimbursement per certificate
- Mail to Kahala, Attn: Feed the Children Reimbursement

INCLUDE STORE NUMBER
To ensure proper processing of reimbursements, include the store number on all offers submitted to Kahala for reimbursement.

ACH Reimbursement Schedule

All cards, certificates, coupons and vouchers reimbursed by ACH Credit that are received by the end of each month will be credited via ACH on the Monday after the second Friday of the following month.

Questions?

Other regional or optional cards, certificates, coupons and vouchers may exist in your market. Contact your AD/RDO or Marketing Representative if you receive discount offers you are unsure how to process.