

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. There are other optional offers that may be utilized in your store, Co-op or market. We encourage you to 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.



*designs will vary

Cold Stone Creamery Plastic Gift Cards

- Process by swiping card through terminal
- If card will not read, you can enter 16-digit number on 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 (Printed & Mobile)

- Process by entering 16-digit number on eGift or on customer's mobile device
- See terminal quick reference guide for instructions on how to perform a balance inquiry and other terminal functions
- Please see eGift Crew Training Poster for more designs and eGift FAQs



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)." It is valid for ALL Signature Creations™, Create Your Own Creations, Shakes, Smoothies and Frappés. This includes 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).



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 the Costco Tracking Sheet (accessible on KTEC Online under Operations / Gift Card.
- Multiple paper vouchers can be used in a single transaction
- Mail paper vouchers to Kahala along with the Costco Tracking Sheet for a \$2.50 reimbursement per voucher; documents to be included with submission for reimbursement can be accessed from Creamery Connection: Store Operations / Technology Center / POS / COSTCO Launch
- Mail paper vouchers to Kahala Brands, Attn: Costco Voucher Reimbursement



\$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 should 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 Brands, Attn: Gift Certificate Reimbursement

DO NOT DEPOSIT
Do not deposit gift certificates at the bank, as it will result in an NSF fee that will not be reimbursed.

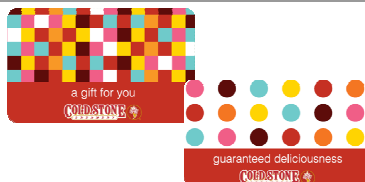
Here's how to...

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



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) and write "VOID" on the back of the card
- Mail card to Kahala for a \$2 reimbursement per card
- Mail to Kahala Brands, Attn: Amex ZYNC Reimbursement

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



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®)



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 should be accepted at all stores
- Mail certificates to Kahala Brands for a \$2 reimbursement per certificate
- Mail to Kahala Brands, Attn: Jennifer Nilsen



Feed the Children Certificates

- Feed the Children certificates were put into circulation a few years ago, they may possibly have old dates in the disclaimer lines, but they remain valid and should be accepted
- 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 Brands, Attn: Feed the Children 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.