

November 27, 2018

Scan Coordinator  
Retailer  
Street Address  
City, State, Zip

PROMO REFERENCE: #38379, #38382  
#38383, #38384  
#38385, #38386  
#38387

## IGA NATIONAL DIGITAL AD

**ANNOUNCING SEVEN NATIONAL PROMOTIONS FOR IGA STORES:  
PROMOTE SELECT PRODUCTS FOR TWO WEEKS  
BETWEEN DECEMBER 16– 29, 2018**

### Promo #38379: December 16 – 29, 2018 TWO WEEKS

Promoted Product(s)	Unit UPC#	Offer	Payback per Bundle
<b>Hershey's Kisses &amp; Rolo Bags:</b>			
Holiday Hugs, 11 oz	34000-11014	<b>Get \$1.00 off when you buy Any Two (2) Hershey's Kisses and/or Rolo Bags (Mix or Match)</b>	<b>\$1.00</b>
Hugs, 11 oz	34000-11028		
Holiday Kisses Special Dark, 11 oz	34000-12088		
Holiday Kisses Candy Cane, 10 oz	34000-12094		
Holiday Kisses Milk Chocolate, 11 oz	34000-12098		
Holiday Kisses Milk Chocolate Santa Hat, 11 oz	34000-12153		
Holiday Kisses Candy Cane, 10 oz	34000-12214		
Holiday Kisses Special Dark, 11 oz	34000-12215		
Holiday Kisses Milk Chocolate, 11 oz	34000-12218		
Kisses W/Caramel, 11 oz	34000-12616		
Holiday Kisses W/Caramel, 10 oz	34000-12988		
Holiday Kisses W/Cherry Cordial Creme, 10 oz	34000-12995		
Holiday Kisses W/Cherry Cordial Creme, 10 oz	34000-13035		
Holiday Kisses W/Almonds, 10 oz	34000-13279		
Holiday Kisses W/Caramel, 10 oz	34000-13374		
Kisses Milk Chocolate, 12 oz	34000-13939		
Kisses W/Almonds, 11 oz	34000-13963		
Dark Chocolate Kisses, 12 oz	34000-13970		
Rolo, 12 oz	34000-37827		
Holiday Rolo, 11 oz	34000-38821		
Holiday Rolo, 11 oz	34000-38838		
Holiday Kisses Milk Chocolate Santa Hat, 11 oz	34000-47941		
Holiday Kisses W/Almonds, 10 oz	34000-47942		

### Promo #38382: December 16 – 29, 2018 TWO WEEKS

Promoted Product(s)	Unit UPC#	Offer	Payback per Bundle
<b>IGA Pie Crusts:</b>			
Graham Cracker 9", 6 oz	41270-01346	<b>Get \$1.00 Off when you buy One (1) IGA Pie Crust AND One (1) Comstock or Wilderness Pie Filling</b>	<b>\$1.00</b>
Deep Dish 9" 2 ct	41270-02126		
Rolled Fill & Bake, 2 ct	41270-03493		
Regular 9", 2 ct	41270-49092		
<b>Comstock Pie Filling:</b>			
Blueberry More Fruit, 21 oz	41255-01525		
Cherry More Fruit, 21 oz	41255-01530		
Premium Strawberry, 21 oz	41255-01535		
Simply Apple, 21 oz	41255-01540		
Simply Peach, 21 oz	41255-01545		
Simply Raspberry, 21 oz	41255-01550		
Simply Pumpkin, 15 oz	41255-01555		
Apple More Fruit, 21 oz	41255-43072		

(Over, please)

**Promo #38382 (CON'T): December 16 – 29, 2018 TWO WEEKS**

Promoted Product(s)	Unit UPC#	Offer	Payback per Bundle
<b>Comstock Pie Filling (Con't):</b>		<b>Get \$1.00 Off when you buy One (1) IGA Pie Crust AND One (1) Comstock or Wilderness Pie Filling</b>	<b>\$1.00</b>
Blueberry More Fruit, 21 oz	41255-43078		
Cherry, 21 oz	41255-43081		
Premium Strawberry, 21 oz	41255-43094		
Cherry More Fruit, 21 oz	41255-43117		
Cherry Lite More Fruit, 20 oz	41255-43118		
Cream, 15.75 oz	41255-43151		
Cherry Lite, 20 oz	41255-43179		
Cherry, 30 oz	41255-43185		
Premium Cherry, 21 oz	41255-43186		
Premium Blackberry, 21 oz	41255-43206		
Premium Raspberry, 21 oz	41255-43207		
Apple/Cinnamon Spice More Fruit, 21 oz	41255-43208		
Cherry, 20 oz	41255-83612		
Apple More Fruit No Sugar Added, 21 oz	41255-83613		
Cream, 22 oz	41255-83626		
Caramel/Apple Limited Edition, 21 oz	41255-83630		
Berry Medley, 22 oz	41255-83634		
Specialty Dark Cherry, 15 oz	51100-01712		
<b>Wilderness Pie Filling:</b>			
Apple More Fruit, 21 oz	51100-07903		
Apple Cinnamon Spice More Fruit, 21 oz	51100-07906		
Premium Blackberry, 21 oz	51100-07912		
Blueberry More Fruit, 21 oz	51100-07915		
Country Cherry, 21 oz	51100-07921		
Country Cherry More Fruit, 21 oz	51100-07923		
Cherry, 30 oz	51100-07927		
Cream, 15.75 oz	51100-07930		
Peach More Fruit, 21 oz	51100-07936		
Cream, 22 oz	51100-07940		
Premium Raspberry, 21 oz	51100-07953		
Premium Strawberry, 21 oz	51100-07960		
Cherry Lite, 20 oz	51100-07990		
Cherry No Sugar Added, 20 oz	51100-89006		
Apple No Sugar Added, 20 oz	51100-89007		
Caramel Apple Limited Edition, 21 oz	51100-89038		
Berry Medley, 22 oz	51100-89043		
Premium Strawberry, 21 oz	51100-89060		
Blueberry More Fruit, 21 oz	51100-89065		
Cherry More Fruit, 21 oz	51100-89070		
Simply Raspberry, 21 oz	51100-89075		
Simply Apple, 21 oz	51100-89080		
Simply Peach, 21 oz	51100-89085		
Simply Pumpkin, 15 oz	51100-89090		

**Promo #38383: December 16 – 29, 2018 TWO WEEKS**

Promoted Product(s)	Unit UPC#	Offer	Payback per Bundle
<b>Vlasic Pickles:</b>		<b>Get \$1.00 Off when you buy Two (2) Vlasic Jars 16 or 24 oz</b>	<b>\$1.00</b>
Bread & Butter Chips, 24 oz	54100-00050		
Purely Pickles Bread & Butter Chips, 24 oz	54100-00053		
Kosher Dill Spears, 24 oz	54100-00060		
Purely Pickles Kosher Dill Spears, 24 oz	54100-00063		
Zesty Dill Spears, 24 oz	54100-00160		
Snack'mms Spicy Minis, 16 oz	54100-00235		
Snack'mms Bites Kosher Dill, 16 oz	54100-00255		
Kosher Dill Spears, 24 oz	54100-00265		
Kosher Baby Dill, 16 oz	54100-00400		
Gherkins Kosher Dill, 16 oz	54100-00410		
Bread & Butter Chips, 16 oz	54100-00420		
Kosher Dill Spears, 24 oz	54100-00430		
Bread & Butter Chips No Sugar Added, 16 oz	54100-00452		
Snack'mms Kosher Dill, 16 oz	54100-00537		
Kosher Dill Stackers, 16 oz	54100-00560		
Kosher Dill Stackers, 16 oz	54100-00562		
Bread & Butter Stackers, 16 oz	54100-00582		
Zesty Dill Stackers, 16 oz	54100-00587		
Bread & Butter Sweet & Spicy Chips, 24 oz	54100-00970		
Gherkins Sweet, 16 oz	54100-01110		
Ovals Hamburger Dill Chips, 16 oz	54100-01160		
Snack'mms Sweet Midgets, 16 oz	54100-01272		
Bread & Butter Midly Sweet Spears, 24 oz	54100-01280		

**Promo #38383 (CON'T): December 16 – 29, 2018 TWO WEEKS**

Promo's #38379 &amp; #38382 - #38387

Promoted Product(s)	Unit UPC#	Offer	Payback per Bundle
<b>Vlasic Pickles (Con't):</b>		<b>Get \$1.00 Off when you buy Two (2) Vlasic Jars 16 or 24 oz</b>	<b>\$1.00</b>
Polish Dill Spears, 24 oz	54100-01290		
Zesty Dill Spears, 24 oz	54100-01310		
Kosher Dill Stackers, 16 oz	54100-01315		
Kosher Dill Reduced Sodium Spears, 24 oz	54100-11722		
Kosher Dill Stackers, 24 oz	54100-12378		

**Promo #38384: December 16 – 28, 2018 TWO WEEKS**

Promoted Product(s)	Unit UPC#	Offer	Payback per Bundle
<b>Baking Chips:</b>		<b>Get \$1.00 off when you buy One (1) Hershey's Baking Chips &amp; One (1) Crisco Sticks</b>	<b>\$1.00</b>
Reese's Peanut Butter Chips, 10 oz	34000-00144		
Heath Milk Chocolate Toffee Bits, 8 oz	34000-06152		
Heath Bits O' Brickle Toffee Bits, 8 oz	34000-06180		
Premier White Chocolate Chips, 12 oz	34000-14110		
Semi-Sweet Milk Chocolate Mini Chips, 12 oz	34000-14530		
Butterscotch Chips, 11 oz	34000-14570		
Milk Chocolate Chips, 11.5 oz	34000-14600		
Special Dark Chips, 12 oz	34000-14680		
Semi-Sweet Chocolate Chips, 12 oz	34000-14830		
Reese's Pieces Minis, 10 oz	34100-14128		
Sugar Free Chocolate Chips, 8 oz	34100-14134		
Sea Salt Caramel Chips, 10 oz	34100-14742		
<b>Crisco Sticks:</b>			
Regular Shortening Sticks, 20 oz	51500-25188		
Butter Shortening Sticks, 20 oz	51500-25195		

**Promo #38385: December 16 – 29, 2018 TWO WEEKS**

Promoted Product(s)	Unit UPC#	Offer	Payback per Bundle
<b>IGA Chunk Cheese, 8 oz:</b>		<b>Get \$1.00 off when you buy Any Two (2) IGA Chunk Cheese 8 oz</b>	<b>\$1.00</b>
Sharp Cheddar Color	41270-00670		
Sharp Cheddar NY White	41270-00944		
Sharp Cheddar NY Color	41270-00947		
Mozzarella P/S	41270-00949		
Cheddar Medium Color	41270-00954		
Sharp White Cheddar	41270-01276		
Vermont Cheddar	41270-01278		
Pepper Jack	41270-01280		
Cheddar Mild Color	41270-01618		
Colby Jack	41270-03616		
Colby	41270-04821		
Cheddar Xsharp Color	41270-04823		
Monterey Jack	41270-04828		

**Promo #38386: December 16 – 29, 2018 TWO WEEKS**

Promoted Product(s)	Unit UPC#	Offer	Payback per Bundle
<b>IGA Freezer Bags:</b>		<b>Get \$0.75 off when you buy Any Two (2) IGA Storage, Freezer and/or Sandwich Bags</b>	<b>\$0.75</b>
Reclose S&S Gallon, 15 ct	41270-00937		
Reclose S&S Quart, 20 ct	41270-00938		
S&S 2 Gallon, 10 ct	41270-04751		
Reclose S&S Gallon, 14 ct	41270-79030		
Reclose S&S Quart, 19 ct	41270-79031		
Slider Gallon, 10 ct	41270-79051		
Slider Quart, 15 ct	41270-79052		
<b>IGA Sandwich Bags:</b>			
Reclose S&S, 50 ct	41270-00939		
Reclose S&S, 100 ct	41270-00940		
F&C, 150 ct	41270-78994		
Reclose S&S Supersized, 30 ct	41270-79013		
Reclose S&S Color Grip Double Zip, 40 ct	41270-79054		
Reclose S&S Color Grip Double Zip, 90 ct	41270-79055		
<b>IGA Snack Bags:</b>			
Reclose S&S, 50 ct	41270-04750		

**Promo #38386 (CON'T): December 16 – 29, 2018 TWO WEEKS**

Promoted Product(s)	Unit UPC#	Offer	Payback per Bundle
IGA Storage Bags:		Get \$0.75 off when you buy Any Two (2) IGA Storage, Freezer and/or Sandwich Bags	\$0.75
Reclose S&S Gallon, 20 ct	41270-00709		
Reclose S&S Quart, 25 ct	41270-00710		
Reclose S&S 2 Gallon, 12 ct	41270-04752		
Food & Bread Gallon Ties, 75 ct	41270-78931		
Reclose S&S Gallon, 19 ct	41270-79032		
Reclose S&S Quart, 24 ct	41270-79033		
Slider Quart, 20 ct	41270-79046		
Slider Gallon, 15 ct	41270-79047		
IGA Storage Containers:			
Large Entree, 3 ct	41270-79027		
Entree 25 oz, 5 ct	41270-79048		
Soup & Salad 24 oz, 5 ct	41270-79049		
Deep Dish 64 oz, 3 ct	41270-79053		

**Promo #38387: December 16 – 29, 2018 TWO WEEKS**

Promoted Product(s)	Unit UPC#	Offer	Payback per Unit
<b>IGA Oil, 48 oz:</b>		<b>Get \$1.00 off when you buy Any One (1) IGA Oil 48 oz</b>	<b>\$1.00</b>
100% Pure Canola Oil	41270-02809		
100% Pure Corn Oil	41270-81420		
100% Pure Vegetable Oil	41270-83804		

**AVAILABLE TO:** IGA Retailers**TIMING:** December 16 - 29, 2018 **TWO WEEKS**

**SUMMARY:** During the two weeks between December 16 – 29, 2018, if you promote any of the above products as referenced in the offer column, then Scanner Applications will reimburse you for your execution (up to the reimbursement amount specified) for all bundled sales.

**DATA:** After your promotion, Scanner Applications will need a few pieces of information in order to calculate the amount of your reimbursement. Send this detail (*nothing handwritten*) in the easiest manner for you, and we will endeavor to work with the data format you provide. Please forward the following:

**Promo's #38379, #38382, #38383, #38384, #38385 & #38386:**

- Final count on all multiples sold to end consumers. Utilize POS that reports the multiple purchases ["Buy 3 qualifying products, get \$3.00 (or similar)] via PLU#, mix-match report, Frequent Shopper Card data, or coupon count report.
- Scan report showing TOTAL units of above products sold to end consumers during promotion period.

**Promo #38387:**

- Number of units sold to end consumers during your promotion period via a dated scan movement report.
- Promoted retail price of promoted UPCs during your promotion period.
- Regular retail price of promoted UPCs.

You may find our Retailer Reimbursement Checklist helpful (but not required) in organizing your data.  
<https://secure.scanapps.com/checklist.pdf>

**PAYMENT:** Submit this documentation to Scanner Applications, Inc. within 45 days of your promotion's end and Scanner Applications will reimburse you, typically within five business days from receipt of your complete data. You will be paid via direct check or ACH electronic payment for your performance on these events.

**SEND DATA TO:**

<b>Mailing Address:</b>	<b>Email:</b>	<b>Fax:</b>
Scanner Applications, Inc	<a href="mailto:claims@scanapps.com">claims@scanapps.com</a>	513-248-5888
400 Milford Parkway		
Milford, OH 45150-9114		

**QUESTIONS:** Should you have any questions, please call our Retailer Services Department at 800-756-5353.

**NON-SCAN:** Retailers who cannot provide scanner data may be eligible to execute through alternative options. To see if you qualify, please call 800-756-5353 and ask for our Retailer Services Department.

In order to qualify, you must buy a quantity of the promoted item(s) from your primary supply source for this promotion which is at least equal to the number of units you have claimed for payment. Your submission of data to us confirms the right of Scanner Applications, Inc. or its designated representatives or agents to audit your purchases and/or POS transaction records on reasonable notice to confirm the accuracy of the information submitted. Incomplete or irregular data may result in delay or denial of payment. A complete version of the redemption policy can be found at <http://scanapps.com/about-us/redemption-policy-statement/>.

Note: Unless otherwise stated on this offer, retailers who receive multiple offers through Scanner Applications may not submit multiple claims on programs for the same UPC's during the same time period.

## Corporate IGA Team

47135



### Go Green & Get Green Faster!

**Communication** - Sign up to receive offers electronically by going to [requests@scanapps.com](mailto:requests@scanapps.com)

**Claim** - Save a stamp and get paid faster. Submit electronically to: [claims@scanapps.com](mailto:claims@scanapps.com)

**Credit** - Have your earnings deposited directly to your account by visiting <https://secure.scanapps.com/process/ach/>