

September 28, 2018

Scan Coordinator
 Retailer
 Street Address
 City, State, Zip

PROMO REFERENCE: #37683, #37684
 #37685, #37686
 #37687, #37688
 #37689

IGA NATIONAL DIGITAL AD

**ANNOUNCING SEVEN NATIONAL PROMOTIONS FOR IGA STORES:
 PROMOTE SELECT PRODUCTS FOR TWO WEEKS
 BEGINNING OCTOBER 7 AND ENDING OCTOBER 20, 2018**

Promo #37683: October 7 – 20, 2018 TWO WEEKS

Promoted Product(s)	Unit UPC#	Offer	Payback per Bundle
Coca-Cola 1.25 Liter:		Get \$1.00 off when you buy One (1) Coca-Cola 1.25 Liter & One (1) Red Baron Frozen Pizza	\$1.00
Minute Maid Lemonade	25000-04094		
Minute Maid Fruit Punch	25000-04096		
Fanta Pineapple	49000-03162		
Coca-Cola	49000-05537		
Diet Coke	49000-05539		
Coca-Cola Zero Sugar	49000-05541		
Fanta Orange	49000-05543		
Sprite	49000-05545		
Mello Yello	49000-05586		
Barqs Root Beer	49000-05590		
Fanta Grape	49000-05591		
Fanta Strawberry	49000-05831		
Caffeine Free Diet Coke	49000-05983		
Fanta Berry	49000-07400		
Seagrams Ginger Ale	72979-00431		
Red Baron Brick Oven Pizza:			
Cheese Trio, 17.82 oz	72180-63810		
Pepperoni, 17.89 oz	72180-63811		
Supreme, 18.87 oz	72180-63812		
Meat Trio, 18.22 oz	72180-63813		
Red Baron Classic Crust Microwavable:			
4 Cheese, 11.58 oz	72180-56770		
Pepperoni, 11.64 oz	72180-56771		
Red Baron Classic Crust Pizza:			
Buffalo Style Chicken, 18.75 oz	72180-56543		
Chipotle Chicken, 19.25 oz	72180-56620		
Mexican Style, 21.06 oz	72180-56741		
Hawaiian Style, 18.9 oz	72180-56742		
4 Cheese, 21.6 oz	72180-63429		
Special Deluxe, 22.95 oz	72180-63469		
Sausage & Pepperoni, 21.9 oz	72180-63470		
Supreme, 23.45 oz	72180-63471		
Sausage, 21.82 oz	72180-63472		
Pepperoni, 20.60 oz	72180-63473		
Hamburger, 21.76 oz	72180-63474		
Canadian Bacon, 22.05 oz	72180-63475		
Deluxe, 22.7 oz	72180-63479		
4 Meat, 21.77 oz	72180-63481		
Philly Cheese Steak, 19.45 oz	72180-63551		
Pepperoni 4pk, 82.4 oz	72180-76138		
Sausage & Pepperoni, 65.7 oz	72180-76342		
Supreme, 52.38 oz	72180-76343		
Trio Cheese, 53.46 oz	72180-76344		

(Over, please)

Promo #37683 (CON'T): October 7 – 20, 2018 TWO WEEKS

Promoted Product(s)	Unit UPC#	Offer	Payback per Bundle
Red Baron Deep Dish Singles:		Get \$1.00 off when you buy One (1) Coca-Cola 1.25 Liter & One (1) Red Baron Frozen Pizza	\$1.00
Pepperoni Thick Pan, 9.6 oz	72180-56750		
Meat Trio Thick Pan, 10.29 oz	72180-56751		
Supreme Thick Pan, 10.6 oz	72180-56752		
Pepperoni Par Baked, 6 oz	72180-73069		
Red Baron Fire Baked Pizza:			
Spicy Pepperoni, 19.47 oz	72180-56731		
4 Cheese, 19.79 oz	72180-63008		
Pepperoni, 19.86 oz	72180-63018		
Red Baron French Bread Pizza:			
Garlic Chicken, 10 oz	72180-63241		
Extra Cheese, 11 oz	72180-63248		
Pepperoni, 53.1 oz	72180-73432		
Red Baron Pan Pizza:			
4 Cheese, 26.2 oz	72180-63076		
Pepperoni, 26.28 oz	72180-63086		
Meat Trio, 28 oz	72180-63087		
Supreme, 29 oz	72180-63090		
Red Baron Rising Crust Pizza:			
Sausage & Pepperoni, 20.25 oz	72180-56734		
Cheese, 19.05 oz	72180-56735		
Pepperoni, 19.33 oz	72180-56736		
Red Baron Thin & Crispy Pizza:			
Five Cheese, 14.76 oz	72180-63321		
Pepperoni, 15.77 oz	72180-63322		
Meat Trio, 21.3 oz	72180-63323		
Supreme, 17.46 oz	72180-63324		
Italian Style Mozzarella, Tomato & Basil, 19.6 oz	72180-63326		
BBQ Style Chicken, 14.97 oz	72180-63341		
Bacon Lovers, 15.39 oz	72180-63342		
Red Baron Thin & Crispy Singles:			
Four Cheese, 7 oz	72180-63883		

Promo #37684: October 7 – 20, 2018 TWO WEEKS

Promoted Product(s)	Unit UPC#	Offer	Payback per Bundle
Snack Size:		Get \$1.00 Off when you buy Two (2) Snack Size Bags	\$1.00
Heath Snack Size, 11.5 oz	10700-06210		
Payday Snack Size, 11.6 oz	10700-70810		
Mounds Snack Size, 11.3 oz	34000-02010		
Almond Joy Snack Size, 11.3 oz	34000-02040		
York Peppermint Pattie Snack Size, 11.4 oz	34000-02070		
Hershey's Milk Chocolate Snack Size, 10.35 oz	34000-07053		
Hershey's Cookies 'n' Creme Snack Size, 10.35 oz	34000-07072		
Hershey's Milk Chocolate Glow in the Dark Snack Size, 9.45 oz	34000-07084		
Kit Kat Glow in the Dark Snack Size, 9.8 oz	34000-07699		
Kit Kat Dark Chocolate Snack Size, 9.8 oz	34000-07736		
Kit Kat Orange Snack Size, 10.29 oz	34000-07740		
Kit Kat Snack Size, 10.78 oz	34000-08752		
Hershey's Milk Chocolate w/Almonds Snack Size, 10.35 oz	34000-09256		
Take Five Snack Size, 11.25 oz	34000-38626		
Reese's Peanut Butter Snack Size, 10.5 oz	34000-40211		
Reese's Peanut Butter Cups Glow in the Dark Snack Size, 9.35 oz	34000-40221		
Reese's Minis Peanut Butter Cups Snack Size, 9.8 oz	34000-47033		
Reese's Peanut Butter Pumpkins Snack Size, 10.2 oz	34000-47374		
Reese's White Peanut Butter Ghost Snack Size, 10.2 oz	34000-47390		
Reese's Peanut Butter Spooky Eyeballs Snack Size, 9.8 oz	34000-47859		
Reese's Peanut Butter Cup w/Pieces Snack Size, 9.6 oz	34000-48505		

Promo #37685: October 7 – 20, 2018 TWO WEEKS

Promoted Product(s)	Unit UPC#	Offer	Payback per Bundle
Pet Care:	https://s3.us-east-2.amazonaws.com/c.iga.info/National+Ad/ScanApps+Offers+10-7-18.xlsx	Get \$3.00 off when you buy Fifteen Dollars (\$15.00) of Any Purina Pet Care	\$3.00
Dry Dog, Wet Dog, Dog Snacks			
Dry Cat, Wet Cat, Dry Dog, Wet Dog, Dog Snacks, Cat Snacks			
Moist and Meaty, Dog Snacks			
Dry Cat, Wet Cat, Dry Dog, Wet Dog, Cat Snacks			
Litter			

		Products	
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Promo #37686: October 7 – 20, 2018 TWO WEEKS

Promoted Product(s)	Unit UPC#	Offer	Payback per Unit
The Laughing Cow Cheese Cups 4pk:		Get \$0.50 off when you buy One (1) Laughing Cow Item	\$0.50
Original, 6 oz	41757-67401		
Garlic & Herb, 6 oz	41757-67402		
White Cheddar, 6 oz	41757-67403		
The Laughing Cow Dippers:			
Creamy Swiss Original Breadsticks, 6.17 oz	41757-01904		
Creamy Swiss w/Tomato & Herb Breadsticks, 6.17 oz	41757-01906		
Creamy Garlic & Herb w/Whole Grain Breadsticks, 6.17 oz	41757-67010		
Creamy White Cheddar w/Whole Grain Breadsticks, 6.17 oz	41757-67011		
The Laughing Cow Wedges:			
Creamy Swiss Original, 6 oz	41757-01101		
Creamy Swiss Light, 6 oz	41757-01106		
Creamy French Onion, 6 oz	41757-01420		
Creamy Garlic & Herb, 6 oz	41757-01421		
Creamy Spicy Pepperjack, 6 oz	41757-01874		
Creamy Asiago, 6 oz	41757-01899		
Creamy White Cheddar, 6 oz	41757-02144		
Creamy Mozz, Sun-dried Tomato & Basil, 6 oz	41757-05413		
Creamy Queso Fresco & Chipotle, 6 oz	41757-05414		
Creamy Smoked Gouda, 6 oz	41757-67393		
Creamy Mozzarella, 6 oz	41757-67395		

Promo #37687: October 7 – 20, 2018 TWO WEEKS

Promoted Product(s)	Unit UPC#	Offer	Payback per Bundle
Oreo:		Get \$1.00 Off when you buy Two (2) Oreos and/or Ritz	\$1.00
Chocolate Creme, 15.25 oz	44000-02529		
Double Stuff, 15.25 oz	44000-02540		
Peanut Butter Creme, 15.25 oz	44000-02541		
Mint Creme, 15.25 oz	44000-02542		
Double Stuff, 15.35 oz	44000-02854		
Birthday Cake Creme, 11.3 oz	44000-03019		
Lemon, 15.25 oz	44000-03101		
Cookies N Creme	44000-03102		
Chocolate, 14.3 oz	44000-03202		
Golden, 14.3 oz	44000-03258		
Reduced Fat Chocolate, 14.3 oz	44000-03259		
Birthday Cake, 15.25 oz	44000-03271		
Mega Stuff, 13.2 oz	44000-03323		
Cookie Dough Limited Edition, 12.2 oz	44000-03568		
Marshmallow Crispy Limited Edition, 12.2 oz	44000-03569		
Reese's, 12.2 oz	44000-03697		
Red Velvet, 10.7 oz	44000-03945		
Chocolate Thins, 10.1 oz	44000-04257		
Golden Thins, 10.1 oz	44000-04258		
Mint Thins, 10.1 oz	44000-04260		
Brownie Batter, 10.7 oz	44000-04276		
Lemon Thins, 10.1 oz	44000-04387		
Chocolate Creme Thins, 10.1 oz	44000-04388		
Cinnamon Bun, 12.2 oz	44000-04443		
Red Velvet, 12.2 oz	44000-04454		
Salted Caramel Creme Thins, 10.1 oz	44000-05125		
Coconut Creme Thins, 10.1 oz	44000-05126		
Original Thin Bites, 6 oz	44000-05161		
Fudge Dipped Thin Bites, 6 oz	44000-05176		
Fudge Dipped Mint Creme Thin Bites, 6 oz	44000-05177		
Fudge Dipped Coconut Creme Thin Bites, 6 oz	44000-05420		
Pistachio Thins	44000-05503		
Chocolate Peanut Butter Pie	44000-05579		
Cherry Cola	44000-05691		
Kettle Corn	44000-05692		
Pina Colada Thins	44000-05699		

Promo #37687 (CON'T): October 7 – 20, 2018 TWO WEEKS

Promoted Product(s)	Unit UPC#	Offer	Payback per Bundle
Ritz:		Get \$1.00 Off when you buy Two (2) Oreos and/or Ritz	\$1.00
Original, 13.7 oz	44000-03111		
Fresh Stacks, 11.8 oz	44000-03113		
Roasted Vegetable, 13.3 oz	44000-03115		
Honey Wheat, 13.7 oz	44000-03116		
Garlic Butter, 13.7 oz	44000-03117		
Reduced Fat, 12.5 oz	44000-03118		
Hint of Salt, 13.7 oz	44000-03119		
Whole Wheat, 12.9 oz	44000-03133		
Fresh Stacks Everything, 11.8 oz	44000-03363		
Fresh Stacks Whole Wheat, 11.6 oz	44000-03483		
Bacon, 13.25 oz	44000-03786		
Everything, 13.7 oz	44000-05359		
Summer Limited Edition, 13.7 oz	44000-05522		

Promo #37688: October 7 – 20, 2018 TWO WEEKS

Promoted Product(s)	Unit UPC#	Offer	Payback per Bundle
Post Cereal:		Get \$1.00 Off when you buy Three (3) Post and/or Malt O Meal Cereal	\$1.00
Honey Bunches of Oats Regular, 14.5 oz	84912-01424		
Honey Bunches of Oats Almond, 14.5 oz	84912-01425		
Honey Bunches of Oats Honey Roasted, 18 oz	84912-01426		
Honey Bunches of Oats Almond, 18 oz	84912-01427		
Cocoa Pebbles, 11 oz	84912-12951		
Cocoa Pebbles, 15 oz	84912-12965		
Fruity Pebbles, 11 oz	84912-12971		
Fruity Pebbles, 15 oz	84912-12974		
Malt O Meal Cereal:			
Frosted Mini Spooners, 15 oz	42400-02681		
Fruity Dyno Bites, 13 oz	42400-03700		
Frosted Flakes, 23 oz	42400-06944		
Honey Nut Scooters, 25 oz	42400-12017		
Honey Buzzers, 25 oz	42400-18901		

Promo #37689: October 7 – 20, 2018 TWO WEEKS

Promoted Product(s)	Unit UPC#	Offer	Payback per Unit
IGA K-Cups 12 ct:		Get \$0.75 off when you buy One (1) IGA K-Cups 12 ct	\$0.75
Breakfast Blend Signature Light Roast	41270-81201		
Donut Shop Signature Medium Roast	41270-81202		
Hazelnut Signature Light Roast	41270-81203		
Colombian Signature Medium Roast	41270-81204		
House Blend Signature Medium Roast	41270-81205		
Breakfast Blend Decaf Signature Light Roast	41270-81207		
Hazelnut Decaf Signature Light Roast	41270-81213		
French Roast Signature Dark Roast	41270-81214		

AVAILABLE TO: IGA Retailers

TIMING: Beginning October 7 and Ending October 20, 2018 **TWO WEEKS**

SUMMARY: During the two weeks between October 7 – 20, 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:

- 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.
- Verification of merchandising at "Buy 3 qualifying products, get \$3.00 (or similar)". e.g. coupon copy, shelf tag, ad, etc.
- Scan report showing TOTAL units of above products sold to end consumers during promotion period.

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:

Mailing Address:	Email:	Fax:
Scanner Applications, Inc 400 Milford Parkway Milford, OH 45150-9114	claims@scanapps.com	513-248-5888

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

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Go Green & Get Green Faster!

Communication - Sign up to receive offers electronically by going to requests@scanapps.com

Claim - Save a stamp and get paid faster. Submit electronically to: claims@scanapps.com

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