

Every guideline contained in this document is a requirement issued by Cenex. Adhering to all guidelines in this document is mandatory.



CENEX SHOPPING HOURS

- No shops can be completed on Saturday or Sunday.
- Allowed shopping hours are
 - **May - August (Monday – Friday 8AM – 6PM)**
 - **Saturday and Sunday shops are not permitted**

BUT

- The sky must be well-lit. Do not conduct your visit if there is too much natural darkness in the sky or if the sky is excessively stormy.

Remember → Do not conduct your visit during storm conditions or close to sunrise or sunset. If you need to use your flash, it is too dark. Due to client requirements, shops will not be accepted with photos taken in dark conditions.

- Shops cannot be completed on the following 5 days: Memorial Day, Independence Day, Labor Day, Columbus Day and Veterans Day.

CENEX PURCHASE REQUIREMENT

- Cenex requires you to make a convenience store purchase.
- Cenex will reimburse you up to \$1.00 for the purchase.
- If they do not have any convenience store items, Cenex requires you to purchase either gas, washer fluid, or oil.
- Cenex requires you to upload your receipt to the survey where it asks for “Amount Spent.”
- Cenex does not allow the purchase of alcohol, lottery or tobacco products.

CENEX REQUIRED PICTURES

- There are required pictures. The details and picture examples are found in the upcoming pages.
- All pictures must take place at the time of the original visit. There is no going back.

PICTURES SHOWING NEGATIVE ISSUES

- Cenex requires that any deduction on an interior, exterior or a restroom question **MUST** have a picture attached to it detailing the issue.
- You will never take a picture of an employee. Negative issues with employees (uniforms, for example) will not have a picture.
- This means it’s possible that duplicate pictures may be uploaded to the Cenex form. (If one picture is showing a negative issue for two different questions, it’ll then be uploaded to both questions.)

WHEN TAKING YOUR PICTURES

- As to not upset the patrons, do your best to make sure to exclude employees, customers and customer cars from your pictures.
- Obviously, with some of the required pictures this will not always be possible, but (within reason) do your best to accommodate this request.

SCHEDULER

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OVERALL PROCEDURE

1. Ensure you are at the correct location.
2. Enter the convenient store, walk around, and visually evaluate the interior.
3. Enter the restroom and evaluate it.
4. Select your item to purchase, and go to the register.
5. Proceed with the transaction.
6. Go to your car, and retrieve the Letter of Authorization.
7. Return inside, introduce yourself, and hand the manager (or highest ranking employee) the Letter of Authorization.
8. Proceed with the rest of your evaluation including the exterior of the store and all pictures.

WHAT TO SAY WHEN REVEALING YOURSELF

- “My name is (your name). I am here on behalf of Cenex to conduct an image evaluation. The evaluation will include pictures and will take no more than 45 minutes.”
- If the manager refuses, do not argue. We just ask that you get one overall picture of the location for proof of visit. Detail everything that was said in the survey.
- Outside of what you’re required to say, keep your conversation with store employees to a minimum.

Remember → Do not share any of the evaluation results with the store employees.

CAN’T FIND SOMETHING?

- If you can’t find an item at the counter or point of purchase area (i.e. credit card applications, gift cards, etc.), politely ask the station employee where they are located.
- Likewise, if you don’t initially see a public restroom, ask the station employee.
- Don’t automatically assume if you don’t initially see something that it’s not present.
- If you need to ask an employee about something, this should always be done **after** the reveal portion of your visit.

CENEX LETTER OF AUTHORIZATION

- Cenex requires that you have a hard copy of the Letter of Authorization with you when conducting a Cenex mystery shop.
- The Cenex shops are initially mystery shops. Once the mystery shop portion of the visit is complete, you will reveal yourself, introduce yourself and show your copy of the Letter of Authorization to the Store Manager, only if requested to do so.
- The letter should be presentable for viewing to store personnel (not folded, crumpled, stained or torn).
- The Letter is found in the shop instructions directly beneath the IC Shopper Guide.

HOW CRITICAL TO BE WHEN EVALUATING

- This is not a white-glove test.
- Normal wear is considered acceptable. Negligence is considered unacceptable.
- Negligent issues should clearly be seen in pictures. If it can't be seen in the picture, you should not be deducting for it.
- Take recent weather into consideration. For example, recent rain would result in some wet footprints in the store.

CENEX REQUIRED TURNAROUND

- Cenex requires your shop(s) to be **submitted within 12 hours** of completion. Going beyond 24 hours is never acceptable to Cenex and could result in a rejected shop.
- If you are sent an e-mail regarding a question on a submitted shop, Cenex requires that you do your best to **reply back within 12 hours**.

INDEPENDENT CONTRACTOR DRESS/PRESENTATION

- Appropriate attire for men and women would include:
 - Business casual
 - Dress casual slacks/skirts
 - Collared knit shirts/blouses
 - Comfortable, clean, non-scuffed shoes

ODD CIRCUMSTANCES – WHAT TO DO?

- **The station is closed and the pumps are OFF.** Take the required exterior pictures. Make a detailed comment in the survey about what you saw.
- **The station is closed and the pumps are ON.** Answer all exterior questions. Take all exterior pictures. "N/A" all interior questions.
- **The station is partially open.** If a location is out of gas, but the convenient store is open, for example, continue the visit like normal. Answer "N/A" to questions in which you were not able to evaluate. Include detailed notes in the survey.
- **The station refuses to let you evaluate.** Ask the manager to call the number on the Letter of Authorization. If they still refuse, politely leave. Get an overall (curb appeal) picture of the location before leaving. Include detailed notes in the survey.
- **The station is now branded as another gas station.** Mark it as "Debranded" on the survey. Get all required exterior pictures. No evaluation or interior visit needs to take place.
- **The station is out of business.** Get all required exterior pictures. Make a detailed note in the survey.

MISCELLANEOUS

- Your project deliverables must be submitted on or before the plan date/due date communicated at the time you accepted this project.
- Cenex asks that you be mindful of your surroundings while on site and focus on the task at hand, without distraction, to ensure your safety.

Cenex Store Types

Stand Alone Location (Unattended Site)

- No building and/or no personnel is present at the site. The location was unmanned with pay-at-the-pump purchases only.

Fueling Center

- A building is present at the site, with employees, but convenience store items are NOT available for purchase.
- The building must *NOT* bear ANY Cenex branding.
- The building contains offices and/or sells non-convenience store items such as farm supplies.
- Fueling centers may also have small shelters for a single employee among the fueling islands.

Convenience Store

- A traditional convenience store building is present with employees and convenience items available for purchase.
- The building may have Cenex Convenience Store branding, Cenex Zip Trip branding, or does not bear any Cenex branding on its fascia.

Cenex Definitions

Dirt** – Built-up grime, residue or soap scum that cannot easily be scrubbed off.

Trash/Litter – Deduct if you see 6 or more pieces of trash, in total, for the lot, landscaping and islands.

Damage** - Damage that has caused the item to be unusable or difficult to use.

Stains - Stains on the pavement that are larger than a 1'x1' area and/or stains on top of stains.

Weeds – Multiple weeds growing in cracks and/or around the perimeter of the lot. Must be visible from a distance of 5' away or more.

Cracks/Potholes - More than 2 potholes or large cracks (measuring 2' in length) with a depth of 1" or more that may cause a tripping hazard for customers.







Rust** - More than 6 square inches (the size of a credit card) of the total surface of the area across the site.

Chipped/Peeling Paint - More than 6 square inches (the size of a credit card) of the total surface of the area across the site.

** With the exception to Under Decking. When evaluating the canopy under decking, "excessive" is defined as: "Dirt, damage or rust exceeding 25% of the overall surface area."

Required Pictures



<p>Overall Site (Curb Appeal)</p>		<p>This is the overall view of the location. It will include the building, canopy, dispenser(s), and possibly the main ID/price sign.</p>
<p>Fueling Area (2 Pictures)</p>		<p style="text-align: center;">NEW!</p> <p>You must take <u>2 pictures, from 2 different sides of the fueling area</u>. These should capture most/all of the fueling area.</p>
<p>Building (Front)</p>		<p>This should capture the front of the convenience store or building. Be sure to include the store name (if present), store doors and the front windows.</p>
<p>Fuel Dispenser</p>		<p>This should capture a full view of the fuel dispenser. It should clearly show the entire dispenser, including the valance and fueling island. This picture should be taken straight on, and NOT at an angle.</p>
<p>Fuel Dispenser (Diesel)</p>		<p>This should capture a full view of the diesel fuel dispenser. It should clearly show the entire dispenser, including the valance and fueling island. This picture should be taken straight on, and NOT at an angle.</p>
<p>Fuel Dispenser (Alternative)</p>		<p>This should capture a full view of the alternative fuel dispenser. It should clearly show the entire dispenser, including the valance and fueling island. This picture should be taken straight on, and NOT at an angle.</p>

Required Pictures



<p>Main ID (Front Side)</p>		<p>This should capture the entire Main ID and price sign, to the ground. If the ID sign(s) is/are located on the station's canopy, take a photo of this. It is highly suggested that the sign fill the viewfinder on the camera to capture the necessary detail.</p>
<p>Main ID (Back Side)</p>		<p>This should capture the other side of the Main ID and price sign, to the ground. It is highly suggested that the sign fill the viewfinder on the camera to capture the necessary detail.</p>
<p>Restroom</p>		<p>This will show the interior public restroom. It should include: sink, toilet, mirror, trash can, floor/walls, dispensers (soap, paper towels, etc.)</p>
<p>Canopy Picture #1</p>		<p>The canopy picture should capture two sides of the canopy. If the canopy has two logos take the picture at an angle that captures both (if possible).</p>


Required Pictures



<p>Canopy Picture #2</p>		<p>The second canopy picture should be a “close up” of the canopy fascia.</p>
<p>Gift Cards</p>		<p>This should capture the Gift Card materials and should show its position within the store. If a display is not located on the sales counter, you will need to check other areas of the store or ask a sales associate.</p> <p><i>If not present, take a photo of the front sales counter.</i></p>
<p>Gift Card Outlet Rack (if present)</p>		<p>This should include the full display from the floor to the top of the rack image. It should include the cardboard header that says “ePay Gift Cards” and should show the rack’s position within the store.</p>
<p>Credit Card Display</p>		<p>This should capture the Credit Card display and should show its position within the store. If a display is not located on the sales counter, you will need to check other areas of the store or ask a sales associate.</p> <p><i>If not present, take a photo of the front sales counter.</i></p>
<p>Regular Fuel Dispenser – Octane Stickers/Buttons</p>		<p>These are the stickers seen on the buttons you push to select your grade of gasoline. In the picture to the left “diesel” and “87” stickers are shown.</p>

Landscape and Lot

Q1 Was the lot and the area under the canopy paved (in concrete or asphalt) and in good condition? (If ingress/egress is paved, include that component of the lot as well).

- Evaluate the canopy area and the area closer to the edge of the property.
- If there is more than one fueling island canopy at the location, you must evaluate each based on the same brand image standards.
- *A picture is required for any deduction on this question.* 
 - For this photo, place an item of reference next to the infraction. This can be a coffee cup, pen, piece of paper, or guidebook - anything to help give reference to the size of the infraction. The photo should also show enough area to give an idea as to where on the property the infraction is located.

Compliant Examples:



Non-Compliant Examples:



Tripping Hazard




Pothole




Excessive cracks

Fueling Island/Main ID Sign

Q2 Were all Cenex logos clean and well-maintained?

- Cenex logos on the Main ID sign, canopy and/or building should be clean, well-maintained and not faded.
- *A picture is required for any deduction on this question.* 

Q3 Were the fueling island curbs clean, in good condition and the correct color?

- Curbs must be painted a consistent dark gray. (NOTE – natural, unpainted concrete curbs are approved.)
- Stainless steel curbs are approved.
- Curbs must be free of excessive rust, chips, scuffs and peeling paint.
- Curbs must not be excessively dirty and/or have more than minimal old oil absorbent build-up.
- Curbs must be free of litter, debris and damage.
- *A picture is required for any deduction on this question.* 

Compliant Examples:



Painted Correct Color (Dark Gray)



Stainless Steel



Natural Concrete

Non-Compliant Examples:




Chipped Paint



Excessive Rust

Q4 Were the fueling island bollards clean, in good condition and the correct color?

- Bollards must be painted a consistent red.
- Stainless steel bollards are approved.
- Bollards must be free of excessive rust, chips, scuffs and peeling paint.
- Bollards must not be excessively dirty.
- Bollards must be free of damage, litter and debris.
- Bollards must be free of promotional, offer-based signage.
- Bollards may have instructional signs affixed to them, as long as signs are clean, in good condition and not hand-written.
- *A picture is required for any deduction on this question.* 

Compliant Examples:



Painted consistent Red



Stainless Steel

Non-Compliant Examples:



Damaged



Incorrect Color



Rusty, Chipped

Q5 Was a usable trash container available at each fueling island?

- At least one trash container must be readily available within 10-15 feet without having to cross traffic.
- Trash containers must be black, gray or concrete, a minimum of 30 gallons and must contain a cover/top with opening.
- Trash containers must not be excessively dirty, have graffiti or be overflowing.
- *A picture is required for any deduction on this question.*

Compliant Example:



Non-Compliant Examples:



Dirty



Overflowing

Q6 Were usable windshield service units available to each fueling island?

- There must be at least one windshield service unit readily available within 10 to 15 feet without having to cross traffic.
- There must be a usable squeegee and cleaning solution available in the unit.
- There must be paper towels available.
- Units must be free from damage or excessive dirt.
- *A picture is required for any deduction on this question.*

Non-Compliant Examples:



Unit Dirty



No Paper Towels or Squeegee




Unit Damaged



Faded Logo

Q7 Does the fuel pricing [can be located anywhere on the site] meet all image standards?

- The gasoline or price panels and product ID panels must be red with white lettering.
- Diesel price panels and product ID panels must be red or green with white lettering.
- Alternative fuel price panels must be blue or red with white lettering, and alternative fuel product ID panels must be blue with white lettering.
- There must be at least one grade of gasoline posted at the top of all fuel grades.
- Gasoline pricing must be present.
- E-85 logos are not allowed to be present.
- Metal flip price signs are not compliant.
- LED pricing must be readable.
- Product and/or pricing inserts must be neatly displayed and/or fitting appropriately.
- *A picture is required for any deduction on this question.* 

Compliant Examples:



Monument



Double Pole



Single Pole

Non-Compliant Examples:



No Gas Price Present



Diesel Product Panel not
red or green




Metal flip price sign



E-85 Logo Present

Q8 Does the Main ID Sign meet all image standards?

- Primary sign painted a consistent dark gray.
- Professional board messaging. A blank message board is not considered unprofessional.
- Cenex logo at the top most point of the sign.
- Cenex logo to the left or right of price panels (on monument style signs).
- No excessive damage, peeling or rust.
- No temporary signage on the price sign.
- *A picture is required for any deduction on this question.* 

Compliant Examples:



Monument



Double Pole



Single Pole



High Rise

Non-Compliant Examples:



Cenex Logo not at top



Damaged




Temporary Signage



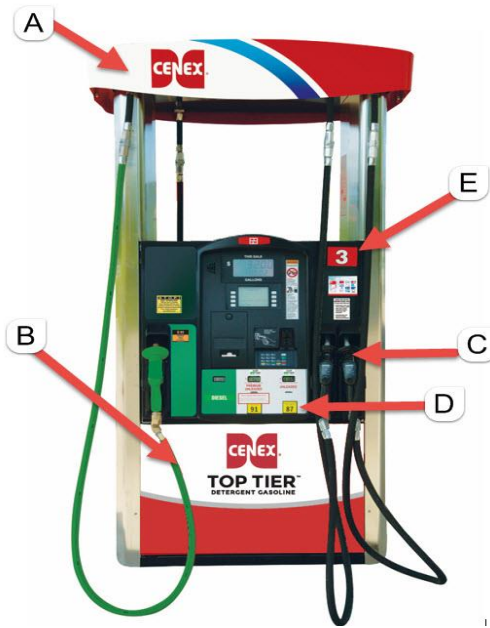
Rust, Peeling Paint

Fueling Dispensers

Q9 Were all gas dispensers in good condition and showing current and properly displayed graphics? This question relates to any red Cenex dispensers, whether it is gas only, gas and diesel, or gas and alternative fuels.

- Unauthorized or handwritten signs/decals are not allowed on the dispensers.
- Pump graphics must not be damaged or faded. This pertains to both the valance and the pump skirt.
- Dispensers must not be missing a pump number, octane decal or product identification decal.
- Gas nozzles must be black.
- Alternative fuels and diesel products must be clearly labeled and easily identifiable.
- *A picture is required for any deduction on this question.* 

Compliant Examples:



Standards:

- A. **Valance** – A valance is required on all multi-product dispensers (MPD). The Cenex logo will be placed on the side with the white, the other end will be red with a blue arc on white.
- B. **Pump Skirt** – The Cenex logo and TOP TIER™ Detergent Gasoline is the only graphic on the dispenser doors (skirt) and must appear only in the white section.
- C. **Nozzles** - All gasoline nozzle scuff guards must be black. All diesel scuff guards must be green or red. All alternative fuel nozzle scuff guards must be yellow.
- D. **Octane Stickers** – Appropriate octane stickers are required for all gasoline products.
- E. **Pump Number** – Red with white numerals is always required.



Non-Compliant Examples:



No Cenex logo on Valance or Door (skirt)



No Cenex branding on Pump



Unapproved Graphics



Unapproved Gas Skirt and Valance

Q10 Did the location have at least 2 grades of gasoline with marked octane stickers?

- Grades of gasoline may include regular unleaded, mid-grade unleaded and/or premium unleaded. Diesel and alternative fuels (i.e. E-85, E-15, E-20, E-30, etc.) do **NOT** count as a grade of gasoline, even if present via the same dispenser/blender pump.
- Stand-alone (unattended) locations are only required to have one (1) grade of gasoline available for purchase.
- All other store types are required to have two (2) grades of gasoline available for purchase. Two (2) grades of gasoline are not required to be at each individual pump but must be present on-site.
- If two (2) grades of gasoline are not available, a picture of an entire pump showing only one type of gasoline should be taken. Cenex requests the picture to be CLOSE-UP and IN-FOCUS to clearly show the octane sticker, product decals and ethanol decals.
- Reference the chart below of qualifying examples.

Qualified Grades: Count towards 2-grade Requirements	Optional Grades: DO NOT Count towards 2-grade Requirement
87 Clear	Any E11+ Blends
91 Clear	E15
87 e10 (Contains up to 10% Ethanol)	E20
89 e10 (Contains up to 10% Ethanol) 91	E30 - E85
e10 (Contains up to 10% Ethanol) 93	Diesel and/or Premium Diesel Fuels
e10 (Contains up to 10% Ethanol)	
<p>e = Ethanol-blended Fuel Clear = 100% Gasoline, no Ethanol present</p> <p>* All gasoline in MN contains 10% ethanol, so 87 clear is not an option in MN.</p>	

How to determine One vs. Two grades of gasoline

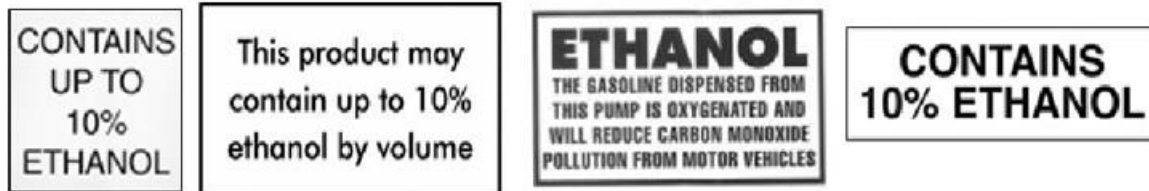
Additional indicators the site has **TWO** grades (compliant):

- There are two (2) 87 octane stickers, but a decal reading “Contains up to 10% ethanol” is displayed over/next to only one nozzle or octane button. In some instances, the sticker may indicate that the fuel contains NO ethanol, which would indicate a “Clear fuel.” In either instance, this sticker is big enough to be visible.
- There are two (2) different prices for gas products on the main price sign in the red panels with white lettering.
- The prices on the actual pump/pump buttons for the two 87-octane grades are different.
- There are two (2) 87 octane products being sold for different prices across the site.

Indicators of only **ONE** grade (non-compliant):

- There is only one octane sticker and/or button, and the rest of the selections are either an alternative fuel blend OR a diesel fuel.
- There are two gasoline selection buttons present with the same octane listed, with the same ethanol content, AND the price for both selections is the same.
- The same price is listed for two gasoline products on the main price sign.

Examples of various Ethanol decals:



Examples of various decals indicating Clear fuels:



Compliant Examples:



TOP TIER decals near the octane stickers



87 and 89



87 and 91

Non-Compliant Examples:




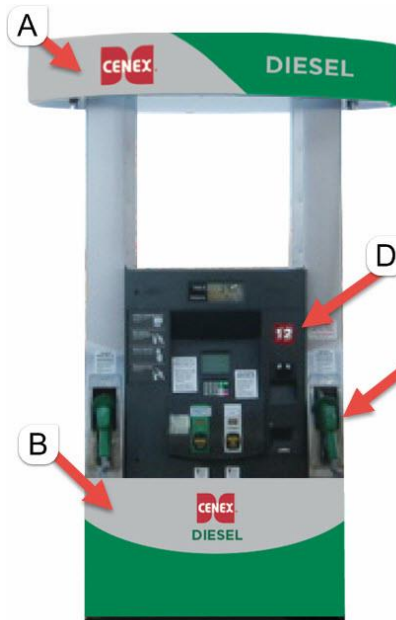
87 Only



Both 87 (same product)

Q11 Were all the diesel-dedicated dispensers in good condition and showing current and properly displayed graphics? This question relates to any green or green and gray Cenex dispensers.

- Unauthorized or handwritten signs/decals are not allowed on the dispensers.
- Pump graphics must not be damaged or faded. This pertains to both the valance and pump skirt.
- Dispensers must not be missing a pump number, octane decal or product identification decal.
- Diesel nozzles must be green or red.
- *A picture is required for any deduction on this question.* 



Standards:

- Valance** – A valance is required on all multi-product dispensers (MPD). The Cenex logo will be placed on the side with the gray, the other end will be green with the word DIESEL.
- Pump Skirt** – The Cenex logo and Diesel is the only graphic on the dispenser doors (skirt) and must appear only in the gray section.
- Nozzles** - All diesel scuff guards must be green or red.
- Pump Number** – Red with white numerals is always required.

Compliant Examples:



Non-Compliant Examples:



Unapproved Diesel Skirt & Valance


Mismatching graphics (valance/door)

Valance/Door not aligned

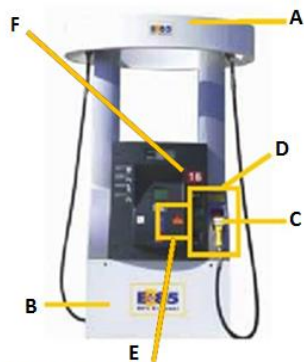
Not green & no diesel graphics

Q12 If the location offered alternative fuels, which of the following products were available? You must check each dispenser for the presence of alternative fuels.

Q13 Were all alternative dedicated fuel dispensers in good condition and showing current and properly displayed graphics? This question relates only to dispensers that dispense ONLY alternative fuels. (ie: E-85, Propane Auto Gas, Kerosene, DEF, CNG, etc.)

- Unauthorized or handwritten signs/decals are not allowed on the dispensers.
- Pump graphics must not be missing, damaged or faded. This pertains to both the valance and the pump skirt.
- A yellow-orange "STOP! Not Gasoline!" sticker must be present on Flex Fuel dispensers.
- The dispenser may display the white "E-85" or "Flex Fuel" logo decal and/or the appropriate blend rate decal.
- Flex Fuels and/or E-85 nozzle covers must be yellow. Kerosene nozzles should be red.
- **A picture is required for any deduction on this question.** 

Standards



A- Valance- Overall pump color is white. No Cenex logo present on pump. Should have the E-85 sticker in middle of valance.

B- Pump Skirt- The E-85 OR —Flex Fuel logo is the only graphic that should be on the doors (skirt). The logo on the doors (skirt) should be in alignment with the logo on the Valance.

C- Nozzles- E-85 nozzle will be yellow with E-85 insert.

D- Product Identification - The products available are clearly labeled and easily identifiable as alternative fuels.

E- STOP sticker- A yellow "Stop Not Gasoline" sticker must be present on the dispenser.

F - Pump Number- Red with white numerals, always required



The styles of pumps pictured below are compliant, in addition to the above mentioned requirements

Compliant Examples:



Non-Compliant Examples:



Shows Unapproved Valance and/or Skirt

No "STOP! Not Gas!" Sticker present

Q14 Were all nozzles functional? No more than two nozzles may be out of order. If two or less nozzles were out of order and were properly bagged/marked, you should mark "Yes."

- Two (2) nozzles out of order = compliant. Three (3) or more nozzles out of order = non-compliant.
- If only one (1) pump is out of order, it must be properly bagged/marked.
- *A picture is required for any deduction on this question.*

Non-Compliant Example:



Unapproved Bag

Compliant Examples:



Building

Q15 Was the building exterior clean and free of visible damage?

- The building exterior must be clean.
- The building exterior must be free of graffiti and have no obvious damage or fading.
- The signs on the building exterior must not be damaged, faded, dirty or handwritten. (Handwritten signs on community boards are acceptable.)
- *A picture is required for any deduction on this question.*

Non-Compliant Examples:



Obvious Damage



Sign Damaged



Graffiti




Handwritten Sign



Dirty Exterior

Canopy

Q16 Did all canopy lights appear operational with no signs of damage or dirt?


- All lights must have a protective covering.
- All lights must appear clean and be free of cracks or other damage.
- *A picture is required for any deduction on this question.* 

Non-Compliant Example:



Covering Cracked

Q17 Were the canopy columns well-maintained while meeting image standards?

- If painted, columns must be painted a consistent light gray.
- Columns must be free of excessive rust, dents, dirt or otherwise bad conditions.
- Canopy columns must be free of promotional, offer-based signage.
- Canopy columns may have instructional signs affixed to them as long as signs are clear, in good condition and not handwritten.
- Pump number flag signs not required for sites that do not have inside payment as an option.
- *A picture is required for any deduction on this question.* 

Compliant Examples:



Non-Compliant Examples:



Excessive Rust

Peeling Paint

Excessive Rust

Wrong Color

Q18 Was the canopy fascia well-maintained and free of damage? This question pertains to all canopies on site.

- All elements of canopy fascia must be free of excessive dirt, damage and fading.
- *A picture is required for any deduction on this question.*

Q19 Was the canopy under decking well maintained and free of damage?

- Canopy under-decking must be free of excessive dirt, damage and rust.
- "Excessive" is defined as an area that is greater than 25% of the overall surface area.
- *A picture is required for any deduction on this question.*

Q20 Did at least one canopy have two or more Cenex logos and display compliant brand fascia?


- If 2 logos are on the same corner, capture this photo from that corner - as seen in the example. If logos are on opposite sides of the canopy, take two photos capturing each logo.
- If only 1 (or zero) logo is present, pictures of ALL SIDES of the canopy are required.
- *A picture is always required for this question.*
 - *If answered Yes, this picture should show both logos (as seen here).*
 - *If answered No, this picture should show the regular canopy.*



Q21 How many canopies had at least 2 Cenex logos?

- An example of a canopy with two (2) Cenex logos is shown above.


Q22 How many canopies had only 1 Cenex logo?

- An example of a canopy with one (1) Cenex logos is shown below.
- **A picture is required only if the answer to this question is 1 or more.** 
 - *If 1 or more, the picture should show a canopy with the "Cenex" logo.*



In-Store

Q23 Were the ceiling components [paint, tiles, vents, etc.] clean and in good condition with all the lights working?

- Ceiling components must not be excessively dirty, damaged, in need of repair or absent.
- All lights must be in working order.
- **A picture is required for any deduction on this question.** 

Non-Compliant Examples:




Dirty



Lights not working

Q24 Were the floors and aisles unobstructed and free of hazards?

- The floors and floor mats must be clean and undamaged.
- Aisles must be clean and free of damage.
- Aisles and floors must not be obstructed by merchandise displays, unattended boxes or cleaning supplies.
- Take recent weather into consideration. For example, recent rain would result in some wet footprints in the store.
- **A picture is required for any deduction on this question.** 

Non-Compliant Examples:



Floor Damaged



Merchandise obstructions

Q25 Were the interior food areas, including coffee, fountain and deli area clean, stocked and functional?

- One (1) out of order fountain drink = compliant. Two (2) or more out of order fountain drinks = non-compliant.
- The fountain drink area must be clean with current pricing displayed.
- Regular and/or decaf coffee should be available, and machines must be clean with pricing displayed.
- The microwave must not be dirty and/or out of order.
- Food must be fresh and available during appropriate hours.
- The counters must be free of trash, cleaning supplies and rags.
- All straws, cups, lids, napkins, utensils, condiments, creams and sugars must be stocked.
- *A picture is required for any deduction on this question.*

Non-Compliant Examples:



Dirty Microwave



Dirty rag on counter

Q26 Were the shelves properly stocked, clean, in good repair and clearly priced?

- The shelves must be free of dirt and excessive damage.
- Merchandise must not have a dusty, dirty buildup, and the price of the merchandise should be easily determined (individually marked or priced on the shelf).
- Shelves must be well-stocked and not contain expired merchandise.
- Merchandise must be evenly displayed on shelves with packing products facing forward.
- *A picture is required for any deduction on this question.*

Non-Compliant Examples:




Not well-stocked



Not able to determine price

Q27 Were the coolers properly stocked, clean and in good repair?


- The coolers must be free of dirt and excessive damage.
- Merchandise must not contain a dusty, dirty buildup.
- The coolers must be well-stocked, not contain expired merchandise and be clearly priced.
- Merchandise must be evenly displayed.
- When opened, the coolers must not present a foul or offensive odor.
- *A picture is required for any deduction on this question.* 

Non-Compliant Example:



Not well-stocked

Q28 Was the location free of drug paraphernalia for sale and/or sexually explicit materials present in plain view?

- The location must be free of X-rated videos or DVDs. R-rated material is considered compliant.
- The location must not sell magazines with full nudity (i.e. Playboy, Penthouse, or Hustler) from a display location in plain view of and/or easily accessible to children and adolescents. (These magazines may be sold from a location out of plain view. This is considered compliant.)
- The location must be free of herbal incense, synthetic marijuana, pipes and bongs.
- The location must be free of rolling papers if no loose tobacco is sold.
- *A picture is required for any deduction on this question.* 

Non-Compliant Examples:



Pornographic/Sexually Explicit Materials



Drug Paraphernalia

Customer Service Experience

Q29 Were all employees easily identifiable with a professional appearance? (Apparel can be Cenex logo'd, or proprietary store logo'd.)


- Employees are allowed to have on a uniform **OR** a name tag. (It *does not* need to be both.)
- As long as the employee is wearing anything to identify them as the employee, this is acceptable. "Anything" can encompass many different possibilities.
- Employees must be well-groomed and appear professional.
- Apparel can be "Cenex" logo'd or (proprietary) store logo'd.

Q30 Did the employee(s) behave professionally and with courtesy during your visit?

- The employee must make eye contact and give the customer his or her full attention.
- The employee must not be eating or drinking at the counter, reading or watching television, working on other store duties, talking with other associates or be on the phone.
- The employee must offer a verbal greeting via the intercom at the fueling position upon entering the store or while at the counter. Acceptable terms include, but are not limited to, "Hello," and "How are you?"
- The employee must offer a verbal closing at the conclusion of the transaction or while exiting the store. Acceptable terms include, but are not limited to, "Thank you," or "Thanks for coming."
- Employees must not use vulgar language, be rude, or be unprofessional, including sitting on top of the counters.

Restrooms

Q31 Was the restroom in good condition?

- The restroom must have working fixtures (toilet, sink, toilet paper dispenser, towel dispenser (or hand dryer), soap dispenser and lighting) that are not out of order or damaged.
- You must evaluate the restroom regardless of whether it is inside or outside.
- *A picture is required for any deduction on this question.* 

Non-Compliant Examples:




Urinal out of order



Sink Damaged

Q32 Was the restroom clean and stocked?

- Graffiti is not allowed in the restroom or on the restroom door.
- The floor must be clean without trash or paper present.
- The walls must be free of dirt and chipped/peeling paint.
- The fixtures (toilet, sink, toilet paper dispenser, towel dispenser (or hand dryer), soap dispenser and lighting) must be clean.
- Bars of soap are NOT acceptable.
- The restroom must not present a lasting foul or offensive odor.
- *A picture is required for any deduction on this question.* 

Non-Compliant Examples:



Trash Overflowing




Dirty Sink



Floor Dirty

Marketing Programs/POP

Q33 Were the current Cenex Gift Card materials accessible and properly displayed?

- Gift cards must be visibly displayed properly in an acrylic gift card holder.
- Non Cenex branded items are NOT acceptable.
- The display should be within arms-reach of the transaction area.
- If the gift card display is not present, take a photo of the sales counter.
- *A picture is required for any deduction on this question.* 

Compliant Example:



Non-Compliant Examples:



Outdated Materials



Unapproved Signage
(not displayed properly)



Not Stocked




Out of Reach



Not displayed in acrylic holder
and left in shrink wrap

Q34 Were the current Cenex Credit Card and Cabela's/Bass Pro Shop CLUB materials accessible and properly displayed? The display must contain only the current version of all four types of applications.

- Credit card applications must be displayed properly in a four-section, credit card application holder.
- The holder must be stocked with only the current, compliant versions of the applications that are not expired.
- All current versions of the credit card applications must be on display.
- Non Cenex branded items are not acceptable.
- The display must be within arms-reach of the transaction area.
- If the credit card display is not present, take a photo of the sales counter.
- *A picture is required for any deduction on this question.* 

Compliant Example:



Non-Compliant Examples:




Expired Materials

Q35 If present, were the Cabela's / Bass Pro Shop CLUB applications current and up-to-date?

- *A picture is required for any deduction on this question.* 

Q36 Were all pump toppers well-maintained [not faded] and current?

- There should be no empty pump topper frames present.
- Pump toppers should not contain handwritten messages or expired materials.
- Pump toppers should be free of damage, fading and dirt.
- *A picture is required for any deduction on this question.* 

Compliant Examples:



Non-Compliant Examples:



Empty topper

Handwritten

Blank Topper