



CENEX® RETAIL EXCELLENCE DAILY (RED) SITE ASSESSMENT PROGRAM

The RED Site Assessment Program will be comprised of 2 annual audits:

1

LIGHTING AUDIT

DEC. 15 – FEB. 15
2023 2024



DATES



ELEMENTS
EVALUATED

Illumination of
EXTERIOR LIGHTING



SITES
EVALUATED

ONLY SITES with a HALO
image project completed by
OCT. 31, 2023



SCORING

PASS / FAIL
All scored questions
must be correct to pass



PASSING
THRESHOLD

100%



GETTING
POINTS BACK

ALL QUESTIONS
are eligible to
receive points back



CURE
WINDOW

DEC. 15 – SEPT. 30
2023 2024



PENALTIES

All scored questions
MUST BE CORRECTED
to avoid penalties on the
Brand Standard Audit

2

BRAND STANDARD AUDIT

JUN. 1 – AUG. 31
2024 2024

Interior and exterior for
**CONDITION AND
BRAND COMPLIANCE**

ALL SITES

**CUMULATIVELY
WITH LIGHTING AUDIT**
All Brand Compliance questions
must be correct to avoid penalties

90%

All questions, **WITH EXCEPTION
OF CUSTOMER SERVICE**
are eligible to
receive points back

JUN. 1 – SEPT. 30
2024 2024

First failure: **\$250** fee
2+ failures: **\$500** fee