

Wholesome Pantry FAQ

Wakefern/ShopRite is proud to introduce the Wholesome Pantry banner to its private label family of brands.

Wholesome Pantry unites a variety of private label brand items under one contemporary logo and brand name that stands for simple products with simple ingredients. Products that bear the Wholesome Pantry name are free from 110 ingredients including artificial colors, flavors and preservatives.

In addition, current SR Organic products are being transitioned to Wholesome Pantry – Organic. These ShopRite products are USDA Certified Organic and comply with standards set by the USDA National Organic program.

Some of the first Wholesome Pantry products to hit the shelves are expected to be organic pasta sauce, organic peanut butter, organic milk and all natural chicken. Be sure to look out for the line of 30+ new snack items as well! **Please assure customers that while the brand names Readington Farms and ShopRite Organic will cease to exist, the products are the same exceptional quality they have come to expect at ShopRite. Just the name has changed!**

Q: What is Wholesome Pantry?

A: Wholesome Pantry by ShopRite offers two product lines: Wholesome Pantry and Wholesome Pantry Organic.

Wholesome Pantry by ShopRite offers customers products that are free from 110 ingredients including artificial colors, flavors and preservatives. All of the products in this brand, offer simple ingredients customers can easily understand.

Wholesome Pantry Organic by ShopRite products are USDA Certified Organic and comply with standards set by the USDA National Organic Program.

For more information about Wholesome Pantry, please visit shoprite.com/wholesomepantry.

Q: What types of products will you offer in Wholesome Pantry?

A: You'll see Wholesome Pantry and Wholesome Pantry – organic products throughout our stores. This includes center store, frozen, produce, dairy, meat, seafood, and appy/food service.

Wholesome Pantry by ShopRite will offer customers products that are free from 110 ingredients including artificial colors, flavors and preservatives. All of the products in this brand, offer simple ingredients customers can easily understand.

You'll find Wholesome Pantry – Organic in any aisle of the store you currently see ShopRite Organic items.

ShopRite will continue to add products that meet our Wholesome Pantry standards, so keep an eye out for them at your local ShopRite.

Q: Are you changing the products I currently buy?

A: Wholesome Pantry will continue to offer you the same great products you've come to expect at ShopRite. We are not changing the products, but transitioning the brands to Wholesome Pantry to clearly highlight these simple and often organic products in store and to make finding them easier.

Q: What are the 110 ingredients not found in Wholesome Pantry products?

A: A list of the 110 ingredients can be found at shoprite.com/wholesomepantry.

Q: How did you decide on the 110 ingredients?

A: ShopRite worked with our Corporate Nutrition Regulatory Affairs Specialist to create the list of ingredients that will NOT be in Wholesome Pantry products. It includes, but is not limited to, artificial colors, flavors, sweeteners and preservatives. The list was developed by referencing information from industry consumer groups, government agencies and marketplace competition.

Q: What does the Wholesome Pantry packaging look like?

A: Wholesome Pantry packaging will follow a general template and look like the samples



Q: Where do I find Wholesome Pantry in the store?

A: While most of our stores offer slightly different layouts, you can find Wholesome Pantry and Wholesome Pantry Organic products throughout the stores. Many, including our chicken and milk, will be found in the same place they have always been.

Q: Where is Readington Farms Chicken?

A: We have transitioned to Readington Farms Chicken to Wholesome Pantry. The chicken is the exact same great product you've come to expect in our chicken. Please look for Wholesome Pantry chicken in the same place you used to find Readington Farms.

Q: Where is ShopRite Organic Milk?

A: We have transitioned to our ShopRite Organic Milk to Wholesome Pantry. The milk is the exact same great product you've come to expect. Please look for Wholesome Pantry milk in the same place you used to find ShopRite Organic milk.

Q: Why aren't there more products with the Wholesome Pantry name?

A: ShopRite is working on an ongoing basis to evaluate products to see if they met the Wholesome Pantry and/or Wholesome Pantry Organic standards. Once a product is fully evaluated and deemed appropriate it will be added to the line.

Q: What about ShopRite from Home?

A: Items will be added to the ShopRite from Home page as quickly as possible. As ShopRite Organic items are discontinued, we will be updating customers' Past Purchases list with the new Wholesome Pantry items to make the transition simpler. For customers who are purchasing ShopRite Organic or Readington Farms items, the brand will be changing and if they're unable to find what they're looking for on the site, they can always use the "Can't Find It" feature to add the items to their lists.

Q: Where can I get more information?

A: For more information about Wholesome Pantry, please visit shoprite.com/wholesomepantry

Cutting Iceberg Lettuce



1) Locate the core of the lettuce. The core is the white knob at the base of the lettuce head.



2) Hold the head of iceberg lettuce 6 to 8 inches (15 to 20 centimeters) above a cutting board. The core should be facing downward toward the cutting board.



3) Slam the lettuce firmly against the cutting board. This will detach the core from the rest of the lettuce.



4)
Pull the core out using your hands. Discard the core into your garbage can or compost pile. You may have to use your fingers to separate it from some of the outer leaves.



5) Once the lettuce has been cored, cut down into the core to cut the iceberg in half and then cut again perpendicularly, making sure to pull away any brown or non-fresh pieces

6) This should leave you with little lettuce pieces to wrap the veggie burger with

Execution Accountability Policy

In an effort to improve our performance and drive our success with Wakefern, the following accountability processes will be implemented immediately:

Please be aware that the amounts listed in your Training Manual under Demo Shopping List, are only **suggested** amounts. If you run out of sample product prior to the end of the demo, and have spent the amount listed, you are authorized to purchase enough additional products to last to the end of your event. Keep in mind the total amount cannot exceed \$100.

Engagement Specialist cannot multitask and co-mingle personal purchases, while in line for demo purchases. All personal purchases must be a separate transaction at the end of the work day.

Execution Date

- All demos **MUST** be executed on the **specific date** assigned. If an emergency situation arises, you are to contact your Supervisor immediately.

*****THIS PROJECT REQUIRES 4 GIFT CARD SWIPES*****
NO EXCEPTIONS

Shoprite Gift Card Purchase Instructions (Policy)

1. **MORNING SWIPE:** 10:00 am - Buy one item listed in your training manual in the morning as your check-in. Then find products and take enough to conduct the morning portion of your demo. (Save packages and wrappers).
2. **BEFORE LUNCH SWIPE:** Before your break purchase the product you used during the morning demo (using packages and wrappers). Your break is 30 minutes.
3. **AFTER LUNCH SWIPE:** After your break buy one item listed in your training manual (Needs to be completed within 45 minutes of your BEFORE LUNCH SWIPE). Then gather additional product you need to conduct the rest of demo.
4. **END OF DAY SWIPE:** 4:00 pm - At the end of the day purchase the products you used for the balance of the day. If you have no product to purchase you should purchase ramen noodles as your fourth and last swipe of the day.

Execution Policy:

- Product Check Pre-Calls must be completed. You must speak with the **Department Manager** 3 days prior to your event to confirm the date of your demonstration and ensure that the product will be on the sales floor.
- If you cannot reach the **Department Manager**, contact the **CGO Coordinator** (computer-generated ordering) OR the **Scanning Coordinator** at the store.
- If the store is low on product or has no product on your precall please contact your supervisor immediately (**not** the Support Line). With enough notice, we can have the product sent to your store in time for your scheduled date.
- Product purchase completion/proper use of gift card (**Monitored Daily**)
- Event Execution Completed on Scheduled/Contracted Day (**Monitored Daily**)
- Event Reporting **MUST** be completed by Midnight on the day of the event (**Monitored Daily**)

Accountability Policy:

In cases where Engagement Specialists have multiple execution issues, the following will occur:

- **First occurrence** – Engagement Specialist will receive a verbal notice from the Supervisor.
- **Second Occurrence** - Engagement Specialist will receive an Associate Counseling Form which will be filed (written documentation of performance issue).
- **Third occurrence** – Will result in a final written warning and may result in termination of employment.



Atlanta
Baltimore
Battle Creek
Bentonville
Boise
Calgary
Chicago
Cincinnati
Dallas
Denver
Hartford
Houston
Los Angeles
New York
Orlando
Philadelphia
Phoenix
Pleasanton
Portland
Sacramento
Salt Lake City
Seattle

Zero Tolerance - Shoplifting or Theft

Events involving shoplifting or theft of store items in connection with the performance of a product demonstration have caused both our clients and our Company serious concern. Shoplifting is stealing whether it involves a store item unrelated to the product demonstration or excess product from a sampling event, regardless of value. Clients have reaffirmed their intention to take aggressive action against offenders, and we support such action.

This notification is being provided to you as an incumbent engagement specialist to put you on notice of this policy and its importance to you, our clients and our Company. Our policy with respect to shoplifting or theft, whether deliberate or unintentional, while performing an event obtained through our Company, is to fully cooperate with any criminal prosecution of the individual involved, as the law requires.

Additionally, to highlight the importance of this issue, we have amended all relevant documents to emphasize the fact that by accepting offers of work obtained through our Company you are agreeing to indemnify the Company against liabilities arising out of your acts or omissions while performing a client project you obtain through us.

This includes any liability we incur as a result of a client imposing on our Company a financial sanction or penalty resulting from your actions if it is determined that you have engaged in shoplifting or other forms of theft in connection with the performance of a product demonstration event. Such fines have amounted to \$1000 or more and any event specialist proven to have stolen or shoplifted will be responsible for reimbursing the Company. The Company reserves the right to pursue all options at its disposal to recover any amount due.

Your compliance with this policy is a condition of your employment relationship with our Company.

Senior Management

How to Use Your ShopRite Gift Card



ShopRite Supermarkets

- ShopRite is a retailer cooperative that consists of 235+ stores in 6 different states- owned by 46 Member Groups. Each of these member groups has its own policies and procedures in place in regards to sampling demonstrations and Gift Card utilization. You must familiarize yourself with all regulations on a store by store basis. Please adhere to these policies at all times, if you have any issues with regards to these policies please notify your immediate supervisor for correction.

Important information regarding your ShopRite Gift Card utilization.

- If any unauthorized purchase is made using the ShopRite Gift Card, **the entire fraudulent balance will be the responsibility of you**, the agent. Only purchase the materials and quantity of materials authorized in your event training manual **"DEMO SHOPPING LIST"**.

If your ShopRite Gift Card is lost or stolen?

- You are responsible for any and all purchases made using your ShopRite Gift Card. So keep the card in a safe place! You will be using it frequently. In the event the card is misplaced or stolen, please **contact your agency supervisor immediately**. Your agency will then see to it that your card is deactivated* and a new card issued.
- **Once a gift card has been deactivated, it cannot be reactivated again.*

Day of Demo. Before Arriving to the Store

Activate your Gift card by calling **1-888-600-2343**.

This will activate your card with the funds needed for your event.

When you call, have the following information located in the box below:

-Project #
-Store #
-Promo Report Code
-Store's Zip Code
-Month you are scheduled to work
-Day you are scheduled to work
-Your personnel number
-Last 9 digits of your ShopRite Gift Card

Back of ShopRite Gift Card

This card has a monetary value determined at the time it is activated. Present this card to the cashier at the time of purchase and the card's available balance will be applied to your purchase total. If the current value of the card exceeds your purchase total, the remaining balance will be retained on the card. This card can be used only for purchases of merchandise and services at any ShopRite Supermarket or Pharmacy. It cannot be used in ShopRite Liquor stores. This card cannot be redeemed for cash or gift certificates. Unused balance of lost or stolen cards will not be replaced without proof of purchase. Except where prohibited by law, by activating or using this card the purchaser and any subsequent holder or user agree that if this card remains inactive for 24 consecutive months, ShopRite will charge a monthly service fee of \$2.00 against the remaining balance until the card is reused or the balance is depleted.

7000 0 0615 1699 9



Questions or Balance Inquiries visit any ShopRite Store or Call 1-800-SHOPRITE

WK050AM0323 199

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Please note: If you have not used all the recommended sample product by the end of the day, do not purchase it to take home. You are only authorized to purchase product actually used.

24 hour Customer Service Assistance

Call 1-800-238-9199 (Extension #0)

Live Operator: Sunday and Monday 9 a.m. – 6 p.m. EST

Live Operator: Tuesday - Saturday 8 a.m. – 7 p.m. EST

UPDATED 2/12/2015

PromoWorks

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This card has a monetary value determined at the time it is activated. Present this card to the cashier at the time of purchase and the card's available balance will be applied to your purchase total. If the current value of the card exceeds your purchase total, the remaining balance will be retained on the card. This card can be used only for purchases of merchandise and services at any ShopRite Supermarket or Pharmacy. It cannot be used in ShopRite Liquor stores. This card cannot be redeemed for cash or gift certificates. Unused balance of lost or stolen cards will not be replaced without proof of purchase. Except where prohibited by law, by activating or using this card the purchaser and any subsequent holder or user agree that if this card remains inactive for 24 consecutive months, ShopRite will charge a monthly service fee of \$2.00 against the remaining balance until the card is reused or the balance is depleted.

7000 0 0615 1699 9



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UPDATED 2/12/2015

PromoWorks



Event Instructions

7570013 - 1/15 SR PL-Wholesome Pantry-Veggie Burgers

Please refer to the event time that was given by your supervisor.

FEATURED PRODUCT(S)

PRODUCT	UPC CODE	RETAILER CODE	# UNITS TO BUY	SUGGESTED SAMPLE	DISTRIBUTION GOAL	SAMPLES OBTAINED VIA
Wholesome Pantry Veggie Burger - Black Bean Chipotle (10oz)	004119040754	065420140	5	1/4 a veggie burger	80	Purchased at Store
Wholesome Pantry Veggie Burger - California (10oz)	004119040755	065420124	5	1/4 a veggie burger	80	Purchased at Store
Wholesome Pantry Veggie Burger - Mushroom & Cheese (10oz)	004119040756	065420132	5	1/4 a veggie burger	80	Purchased at Store

SUBSTITUTE PRODUCT	UPC CODE	RETAILER CODE
N/A	N/A	N/A

PRODUCT FEATURES AND BENEFITS/SELLING POINTS

Actively engage consumers as they walk by and convey the following features and benefits for each product.

Product Name	Product Features Benefits / Selling Points
Frozen: Wholesome Pantry Veggie Burgers	• **PLEASE SEE FAQ SHEET**

KIT CONTENTS

KIT CONTENTS Continued

- | | | | |
|-------------------------------|---|----------------------|---------------------|
| ♦ 1 Gift Card Activation Form | ♦ 1 Paperwork (version noted on manifest) | ♦ 1 PromoReport Form | ♦ 1 Training Manual |
|-------------------------------|---|----------------------|---------------------|

Any product listed on the Event Manual, including substitutions, is PRE-APPROVED and does not need to be reported to the Engagement Specialist hotline.

SHOPPING LIST

- | | | | |
|---|---|---|--|
| ♦ 1 Antibacterial Wipes 40ct
UPC:007682804703 * | ♦ 1 SR Ketchup 20oz
UPC:004119004313 * | ♦ 1 SR Mustard - Spicy Brown
12oz UPC004119003251 * | ♦ 1 SR Napkins 250ct
UPC:004119001744 * |
| ♦ 1 SR Paper Towels 100ct
UPC:004119003043 * | ♦ 1 SR Vegetable Spray 8oz
UPC:004119004862 * | ♦ 3 SR 6" Paper Plates 100ct
UPC:004119000466 * | ♦ 4 Iceberg Lettuce 1ct
PLU:4061 * |
| ♦ 5 of Wholesome Pantry
Veggie Burger - Black Bean
Chipotle | ♦ 5 of Wholesome Pantry
Veggie Burger - California | ♦ 5 of Wholesome Pantry
Veggie Burger - Mushroom &
Cheese | |

Do not exceed \$81.25 (including tax).

**If the store does not have the exact supply items marked with an asterisk, you are PRE-APPROVED to purchase a comparable store brand or generic alternative. This does not need to be approved by the Engagement Specialist hotline.*

WHAT TO WEAR

Please comply with PromoWorks approved, standard uniform unless otherwise noted in the Special Instructions in this Manual.

WHAT TO BRING

Bring the following items to your event:

- Aprons, Cutting Board, Demo Table, Gift Card, Pen, PromoReport Form, Training Manual, Uniform, - Serving tray
- Spatula
 - Sharp cutting knives
 - Forks, Any Agency Provided Signage, and Waste Basket

Required Appliance:

Electric Skillet, Table & Tablecloth

Examine appliances to make certain all electrical and extension cords are in good repair and appliance is cleaned and sanitized.

SPECIAL INSTRUCTIONS

A successful event is engaging and educating shoppers through sampling/demonstrating the featured product(s) resulting in the purchase of the product today and in the future.

During your pre-call, ask for the CGO coordinator or the Scanning Coordinator and have item codes/UPC codes in hand to recite to that individual. Contact your agency immediately if products are not available.

EVENT INSTRUCTIONS

SAMPLE PREPARATION / EVENT TIPS

To set up for the ShopRite Private Label - NEW Wholesome Pantry Veggie Burgers:

- Make sure you follow the instructions detailed in your "How to Use Your ShopRite Gift Card" & "Execution Accountability Guidelines" documents when executing this event
- Save packages of additional products and supplies needed for sampling and pay for them at the appropriate times of the day
- Keep receipts with the empty packages for proof of purchase
- Obtain ice and food handler gloves from the APPY/Food Service department
- Keep perishable items cold in an ice chest until ready to use

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SAMPLE PREPARATION / EVENT TIPS Continued

- Set up near the product to be sampled
- Keep area neat and clean, making sure that trash never overflows
- Make a display of the products on your table

****PLEASE READ THE WHOLESOME PANTRY FAQ SHEETS INCLUDED IN THIS MANUAL AND PLEASE BRING THE SHEETS TO THE DEMO FOR REFERENCE****

To Sample NEW SR PL - Wholesome Pantry Veggie Burgers:

- First, rinse off the Iceberg Lettuce in a sink and dry with paper towels
- *Please read instruction sheets on how to cut the lettuce in your manual*
- Once lettuce is cut, this will leave you with little lettuce leaves to wrap the veggie quarter in
- Next, Spray electric skillet with SR Veggie Spray
- Set the electric skillet to medium heat and place 2 -3 veggie burgers (however many will fit) onto the electric skillet
- Cook for about 3 minutes or until golden brown and flip each veggie burger over
- Cook for about 3 minutes or until golden brown and remove from electric skillet
- Using a cutting board, cut each burger into quarters
- Wrap the veggie burger quarters in a lettuce leaf
- Place the sample onto a paper plate
- Offer customers mustard and ketchup for their sample
- Remind consumers to cleanse with Antibacterial Wipes
- Serve only warm, fresh samples; discard any samples that have become old
- Recite Key Selling Points to consumers
- Know the product location and price point
- ALTERNATE BETWEEN THE DIFFERENT VARIETIES

PRIOR TO EVENT

- Read and understand all the information in this packet.
- Review your kit contents for accuracy.
- Conduct your pre-call to the store **24 Hours** before your event and verify with the receiving clerk that the product would be available the day of the event. If you receive a negative response contact your supervisor to possibly reschedule the event.
- If event requires a debit card / gift card purchase, please activate your debit card the day before your event.

EXECUTING THE EVENT

- Check in with the retailer required manager (e.g. Customer Service Manager/Store or Department Manager) describing your event and ask to set up in a high traffic area near your product.
- Verify there is adequate inventory of the product(s) involved in your project and, if applicable, report beginning inventory on your PromoReports Form.
- Look for a secondary display of **Frozen: Wholesome Pantry Veggie Burgers**. If located, please set up your table near this display, with manager approval.
- If Extension Cord is in the Customer Traffic area, tape cords to the floor to prevent tripping.

POST EVENT

- ◆ Return display product used on table to the shelf. This is product displayed on your table ONLY, NOT product you have purchased.
- ◆ DO NOT take product purchased for sampling out of the store. Leave any leftover product with the Store Manager or Customer Service.
- ◆ Clean up, breakdown your table and leave your area as you found it.
- ◆ Complete your PromoReport® Form and obtain a store stamp and a manager's signature.
- ◆ Destroy any remaining coupons at the end of the day.

POST EVENT Continued

- ◆ It is mandatory that you enter your results within 24 hours of the completion of each event using the toll free number on your PromoReport Form or online through the PromoWorks Portal. DO NOT include the product you are purchasing in your inventory count.
- ◆ Retain your PromoReport® Form and receipt(s) for 1 year after reporting event results.
- ◆ If you are third party agent (not working directly for PromoWorks) please follow your agency's instructions on receipts and PromoReport® form.

NOTE:

Please follow standard safety/health procedures when conducting your event. Do not distribute samples to children. Hand the sample to the parent or guardian to give to the child.

ALLERGY WARNING:

We encourage consumers to check the ingredient statement on each package of the product they sample for the most up-to-date information on the ingredients contained in that product. **If your kit contains documents regarding allergy warnings this must be displayed.**

PROJECT SPECIFIC WARNING:

There are no specific Allergy Warnings for this product, however we encourage consumers to check the ingredients on each package of the product they sample for the most up-to-date information on the ingredients contained in that product.

Please recycle your consumer engagement materials when possible.

CAUTION

Appliances and food may be hot.
We ask that parents give permission
before samples are
served to a child.

ALLERGY ALERT

We may use some of the following ingredients: peanuts, eggs, soy, tree nuts, wheat, gluten, dairy products, fish and/or shellfish. Even if these are not listed on the ingredient label, please be aware that all products may have come in contact with these ingredients.

Have a Happy and Healthy Day

ShopRite®

****Please display on event demo table**