

# Store Operations Manual

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## Clearance Coupon Dry Grocery

**Primary Contact: Operations**

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- Clearance coupons are a great tool and must be utilized in stores to maintain product freshness on the shelf, minimize lost & damage, and offer customers a great value on short dated or moderately damaged merchandise.
- All merchandise must be considered “fit for sale” and within current health department guidelines. The rack placement needs to be determined by the Store Manager and reviewed/approved by the District Manager.
- The Store Manager is responsible for certifying all management team members (SAM, AM, perishable associates) on grocery coupon tagging. Under no circumstances may any associate be allowed to place coupons on grocery merchandise, without successfully passing the **Backroom Certification Test**.

### Standard Operating Procedures:

#### • **Clearance Coupon Guidelines**

- Clearance coupons must never be used as an acceptable means for reducing inventory for repeated excessive ordering
- Make sure merchandise is in sellable condition before attaching a coupon
  - NOTE – dented cans can be placed on the rack, but only AFTER the Store Manager has personally inspected each can. Dented cans that have a dent along either seam, have severe dents, or dents which have caused a break in the cans seal, cannot be placed out for sale and should be processed using the normal procedures for scanning out unsalable product.
- Dry Grocery items - Apply to product with only 7 days or less shelf life. The manager can also decide to use the coupons for items with as many as 21 days of shelf life left if they determine they will need the additional time to move through the product.
- Coke Bag In Box items- Apply to product with only 33 days before the “Use by Date”
- No Reclaimable Products.
- No Perishable Products.
- No DSD items with the exception of ATA items.
- Do NOT place coupons on salvage items that are being broken open for individual sale (i.e. Gatorade), simply put a pricing label on each one to signify the price. See pictures on the next page.
- When a coupon is placed on an item, you will need to write the original price on the coupon with a black permanent marker. See pictures on next page. (the marker can be ordered through Staples EWay ordering item# SAN30001)

#### • **Clearance Rack Guidelines**

- The Clearance rack should be checked each morning by the opening manager to check for product which is no longer in code. Such items should be removed from the rack and placed off the sales floor.
- Each item on the Clearance rack needs to have a coupon with the exception of broken units that are price marked. Each coupon should have the original price written on it to display to the customer the original price. The coupon should **not** be placed on the item in such a way as to cover up **any** of the labeled info. This info is required by law.
- No Manager Specials should ever be placed on the Clearance rack.

#### • **At The Register**

- In order for the discount to be applied at the register, the discounted product and coupon must be scanned in succession (product first). Any deviation will cause an inaccurate amount charged to the customer. Items removed from a broken case and priced marked will need to be inputted at the register as a category sale.
- With the exception of short coded bakery products, store associates are **NOT** eligible to purchase products that are on the Clearance rack. The coupon must have been affixed by a certified associate (Manager, Senior Assistant, or a trained key carrier that the manager has certified).

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## **Specific Product Examples:**

- Items that would qualify for placement on a **Side Stack** to the clearance rack would include any item that comes in a case pack where the case pack is in acceptable condition but may be missing a few items due to damage or theft.
  - Product examples include: Gatorade, Crystal Geyser bottled water, Shasta soda, Jarritos soda, plastic t-shirt bags, brown paper bags, bags of charcoal that may be torn, or anything else large enough to stack safely.
- Items that would qualify for **Individual Sale** are items that would normally be sold in a case pack but for some reason have had to be removed from that case. Coupons should NOT be placed on these items, but should be individually price marked for sale and then placed on the clearance rack.
  - Product examples include: Gatorade, Capri-Sun, Shasta soda, individually wrapped candy or peanuts, individual Dole fruit cups, granola bars, bottled water, Hi-C juice boxes, Welch's fruit snacks, Power Bars, gum, or any item that be properly presented to the customer without it's original outer case wrap.

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Original price written in marker  
Make sure sticker is not covering any  
important information.



Items that are  
removed from a  
broken case must  
be individually  
price marked when  
on the Clearance  
Rack

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Rack is neat  
and  
organized

Sidestacks can be  
used to display case  
pack items next to  
the Clearance Rack