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## Broker Policies & Procedures Manual

## II. Customer Information General and Specific

### Coupon Redemption Policy

All Bumble Bee coupons that require funding other than trade accruals, or which need to be processed through CMS (Carolina Manufacturer's Services) are created in Marketing. Should you have a program that needs this type of coupon, please speak with your Region Sales VP, who will coordinate with Marketing.

This letter sets forth the terms and conditions under which Bumble Bee Foods, LLC (BB) will reimburse customers for coupon submissions. Redemption's of our coupons in accordance with this policy statement and the terms and conditions contained on the face of our coupons authorizes you to submit coupons for reimbursement by BB. Your redemption of coupons signifies compliance with BB requirements.

We ask that you review our requirements, especially noting item 3, which discusses the use of coupon for charitable, or fundraising purposes. BB coupons are not to be used in swap boxes, taped to products, or placed on, or near our products. After reviewing the updated requirements, if you have any questions or need further clarification, please contact our agent, CMS.

1. Coupons are redeemable only by a customer purchasing the product(s) indicated, Specific to the brand, quantity and size, with the face value of the coupon deducted from the retail price. Consumers must comply with any other terms, or conditions stated on the coupon.
2. Coupons may not be photocopied, trimmed, or altered in any way by the retailer or consumer.
3. Coupons are non-assignable and are void if transferred from their original recipient to any other person, firm, or group. BB does not permit unauthorized distribution, collection, sale or assignment of its coupons for any reason; therefore, coupons are not to be used in swap boxes, taped to products or placed on hooks near our products, gathered and distributed by any person or group for charitable fundraising purposes, or otherwise used in any way except as described in item 1 above.
4. Coupons are void if faxed, restricted, or prohibited by law.
5. Coupon reimbursements may NOT be deducted from invoices.
6. The consumer must pay any applicable sales tax.
7. Coupons are only redeemable by authorized dealers located in the U.S.A., including military bases.
8. Properly redeemed and identified coupons will be accepted from specifically authorized intermediaries or clearing houses. Coupons will not be honored if presented through unauthorized persons.
9. All applicable IRS reporting requirements, including obtaining an appropriate taxpayer identification number, must be complied with.



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**Coupon Redemption Policy (cont'd)**

- 10. You will be reimbursed for the face value of the coupons, or if the coupon calls for free merchandise, for your retail selling price (up to the stated cap amount) plus \$.08 for handling each coupon.
- 11. You must present to BB or any of our authorized agents upon request, evidence of purchase, or sufficient stock to cover coupons submitted to us for payment.
- 12. The cash redemption value of each coupon is 1/100 of one cent.
- 13. It is FRAUD to present coupons for redemption other than as provided by this Redemption Policy.
- 14. FAILURE TO OBSERVE THESE TERMS AND CONDITIONS FOR PROPER REDEMPTION MAY AT THE SOLE OPTION OF BUMBLE BEE FOODS, VOID ALL COUPONS SUBMITTED FOR REIMBURSEMENT AND ALL COUPONS MAY BE RETAINED AS PROPERTY OF BUMBLE BEE, WITHOUT PAYMENT. FAILURE TO ENFORCE ANY TERMS, OR CONDITIONS HEREOF SHALL NOT BE DEEMED A WAIVER FOR THEM.
- 15. To redeem coupons for BB Brands, send properly redeemed coupons to:

BUMBLE BEE FOODS  
 CMS Dept. # 86600  
 One Fawcett Drive  
 Del Rio, TX 78840-2000

**Example of complete UPC Coupon Code  
 with required UCC/EAN-128 Coupon Extended Code**

5 12345 11175 9 (8101)6 12345 1299

5 is the required Number System Character (NSC) for coupons

Family Code

Manufacturer Identification

Check Digit

Value Code

Example of Format 2

If you have any questions about Coupon Redemption, please contact: Hannah Santero, Bumble Bee Assistant Product Manager at 858 715 4013 or email at [santero@bumblebee.com](mailto:santero@bumblebee.com).

Or, for CMS questions, their hotline number is 800 285-7602.