



**SALES**

# Ghirardelli Chocolate Company Paper Coupon Redemption Policy

Policy Objectives:	<p>To establish a Paper Coupon Redemption Policy in accordance with industry standards and recommendations, ensuring the following objectives are met:</p> <ul style="list-style-type: none"> <li>• Outline coupon eligibility requirements and usage parameters</li> <li>• Clarify the process and requirements for retailer reimbursements</li> </ul>
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## Policy Statement

- 1.0 The Ghirardelli Chocolate Company is pleased to announce a new Paper Coupon Redemption Policy **effective January 1, 2012.**
- 2.0 This Coupon Redemption Policy and the legal copy on Ghirardelli Chocolate Company (GCC) coupons state the only terms and conditions under which GCC will reimburse its customers for coupon submissions (“Policy”). Your acceptance and redemption of coupons for GCC products constitutes your acceptance of and binding agreement with all the terms and conditions in this Policy. It is the retailer’s responsibility to ensure its employees are aware of and in compliance with this Policy.
- 3.0 Redemption of GCC coupons in accordance with all terms and conditions of this Policy authorizes retailers to receive appropriate payment for properly redeemed coupons. Appropriate payment will equal face value or the retail selling price up to the maximum indicated on GCC coupons for free merchandise, plus the handling fee stated on GCC coupons, and reasonable postage, as further defined below. GCC will not pay additional fees and charges.
- 4.0 **Payment amounts for Ghirardelli Chocolate Company coupons should not be deducted from payment of any GCC product invoices.** Such deductions for either whole or partial payment amounts will not be accepted by GCC and will be added to your next invoice for immediate payment.
- 5.0 Any inconsistent use of this Policy constitutes fraud and, in addition to other legal remedies at the option of GCC, may void all coupons submitted for reimbursement and coupons may be retained by GCC without payment.

## Operating Guidelines

- 1.0 Coupons are redeemable only in the United States of America
- 2.0 Coupons are redeemable only when consumers purchase the brands/sizes/quantities indicated, prior to the expiration date, and retailers subtract the face value from the retail price of a GCC product.

Established by:  Jackie DiLaura Senior Brand Manager	Approved by:  Mona Maher VP, Marketing	Effective date:  1/01/2012	Replaces:  New	File:  Public Folders	Pages:  Page 1 of 3
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- 3.0 Consumer must pay any and all applicable taxes. Coupon cash value 1/100¢.
- 4.0 Only one coupon may be accepted by the retailer per GCC product purchased.
- 5.0 Coupons are void where prohibited, taxed or restricted by law; or when reproduced, altered, or transferred from or sold by their original recipient to any other person, firm or group.
- 6.0 Postage will be reimbursed at current actual uninsured rates. First Class U.S. postal rates will apply for shipments less than or equal to 13 ounces and United Parcel Service ground rates will apply for shipments which exceed 13 ounces.
- 7.0 GCC's (or its agent's) actual count of coupons received will be final and shall govern the payment of coupons under this Policy.

## Reimbursement Requirements

- 1.0 Retailers must submit coupons for reimbursement within six (6) months after the expiration date of the coupon.
- 2.0 For each properly redeemed coupon, retailers will be reimbursed for the face value, or the retail selling price up to the maximum indicated on GCC coupons for free merchandise, plus the handling fee as stated on each GCC coupon and reasonable postage (further defined below). No additional fees will be accepted or paid.
- 3.0 GCC reserves the right to deny reimbursement, retain and declare void any coupons presented for redemption when the following conditions occur: coupons are in mint/mass cut condition, or uniform mix coupons are submitted for reimbursement; retailer has insufficient stock to cover the number and types of coupons submitted; inability to verify retailer's address or business operations; or redemptions that are not in accordance with this Policy. Further, GCC reserves the right to forward any such coupons to enforcement authorities for review.
- 4.0 On request, retailers must provide GCC with proof of purchase of GCC products sufficient to cover coupons presented for payment.
- 5.0 Coupon payments may not be deducted from payments of GCC's product invoices.
- 6.0 Properly redeemed coupons must be submitted directly by the retailer or through an authorized clearinghouse only. Submission by unauthorized intermediary agents will not be accepted.

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- 7.0 In the event a retailer payment is withheld, the retailer must appeal this decision of GCC within three (3) months of the date of the notification of non-payment. Appeals made after three (3) months will not be honored by GCC.
- 8.0 Failure to enforce any terms or conditions of this Policy shall not constitute waiver of such provision or any other provision by GCC. GCC reserves the right, in its sole discretion, and without prior notice to any party, to modify, revise or eliminate any of the provisions of this Policy. It is the retailer's responsibility to obtain updated copies of this Policy.

- 9.0 Send properly redeemed GCC coupons to:

CMS Dept 47599  
Ghirardelli Chocolate Company  
1 Fawcett Drive  
Del Rio, TX 78840

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