

Our Ad Match Guarantee

We're committed to providing low prices every day. On everything. So if you find a lower advertised price on an identical product, tell us and we'll match it. Right at the register.

* Guidelines

- We will match any local competitor's advertised price.
- We do not require customers to have the ad with them to honor a competitor's ad.
- Items purchased must be identical to the ad (size, quantity, brand, flavor, color, etc.).

We gladly match the price in the following types of ads:*



Buy one, get one free ads with a specified price (example: Buy one for \$2.49, get one free (BOGO)).



Competitors' ads that feature a specific item for a specified price.



Preferred shopping card prices for specific items that are in a printed ad.



For fresh produce and meat items when the price is offered in the same unit type (lb. for lb.; each for each).

We do not honor:

- Ads when the actual price for items cannot be determined
- Internet pricing
- Misprinted ad prices of other retailers
- Competitor ads from outside of the store's local trade territory
- It is a store manager's discretion as to what defines a territory.
- "Going out of business" sales or "close out" prices.

We DO NOT match the price in the following types of competitor ads:



Items that require a separate purchase to get the ad price
(example: "Buy [item A] to get [item B] for \$C")



Items with no actual price that require a purchase to get free product
(example: "Buy both [items A & B] to get [item C] for free")



Items that require a purchase to get a competitors' gift card
(example: "Buy [item A] to get a \$B gift card")



Buy one, get one free (BOGO) ads with no actual price given



Going out of business or closeout prices



Percentage off
(example: "All mascara, 40% off")



Competitors' private label price promotions