

Gordon Food Service Store® Gordon GO! Rewards and Promotions Program Terms and Conditions

Welcome

Gordon Food Service Store welcomes you to the Gordon GO! Rewards and Promotions Program. This program is offered to commercial business, non-profit, and government customers of Gordon Food Service Store. Please read through the following program information to ensure your understanding of the program benefits and requirements. We look forward to seeing you in our stores soon.

Your Account & Card

Your Gordon GO! card is for identification purposes only and is not a credit card. You are responsible for the management of your account including your physical cards. You should present your card to the cashier each time you shop in order to ensure accurate tracking of your purchases. Always keep your receipts for verification in the event of a discrepancy. Your card is accepted at all Gordon Food Service Store locations. If your card is lost or stolen, please report it to your local Gordon Food Service Store or call Customer Service at (877) 771-0120 Monday–Friday, 7:00 a.m. to 6:00 p.m. EST.

Program Eligibility

This exclusive program is open to legally established businesses, non-profit organizations, and government agencies in the United States. This program is not available to home consumers or Gordon Food Service® delivery customers.

Account Information

It is important to keep your account information current. Accurate account information ensures that you receive program updates, exclusive offers, and rewards in a timely manner. You may update your account information at any store or by contacting Customer Service. If at any time your business should close, please contact your local Store Manager to update the status of your account. You can also update your account by writing to Gordon Food Service Customer Service, PO Box 1785, Grand Rapids, MI 49501-1785. Gordon Food Service Store assumes no liability for loss of rewards due to inaccurate account information.

Fraudulent Information or Conduct and Forfeiture

Gordon Food Service Store reserves the right to cancel any Gordon GO! account if you engage in any fraudulent activity or use Gordon GO! in a manner inconsistent with these Terms and Conditions or any federal, state or local laws, statutes, or ordinances. Cancellation due to fraudulent conduct will result in the loss of all accumulated rewards. In addition to discontinued membership, Gordon Food Service Store shall have the right, as it deems necessary, to pursue all remedies available under applicable law, whether civil or criminal.

Inactivity and Forfeiture

Accounts without sales activity for 18 months will be deemed inactive and all point balances will be forfeited. Gordon Food Service Store, at its sole discretion, may allow accounts to be reactivated. Unexpired points of reactivated accounts will become available for redemption. Points that expire while an account is inactive WILL NOT be reinstated.

Information Safeguards

Gordon Food Service Store will not provide your account information to any third party unless we are required to do so by law, to ensure compliance with the Program's Terms and Conditions, or as necessary to cooperate with law enforcement to protect the rights, property, or safety of Gordon Food Service Stores, its customers, and employees. We take all reasonable steps to safeguard your information against unauthorized use and apply advanced techniques in data processing and security to keep your records up-to-date and accurate. But Gordon Food Service Store makes no warranty or guarantees that its information systems will be free from security breaches, and expressly disclaims any liability for loss or damage caused by unauthorized access to your account information. Gordon Food Service Store reserves the right to update or modify account information as it deems appropriate.

Earning Points

As a member of Gordon GO! you will earn at least 1 point per dollar spent on qualifying purchases; non-qualifying purchases are defined below. While many items earn much more, some items will earn no points. The number of points awarded on any given item are clearly printed on the shelf price tag of that item, but please be advised that points are calculated by the actual purchase price of an item; therefore, marked-down items may receive fewer points than communicated on the shelf. Likewise, if an item receives a case price discount, the number of points for a case of product may be less than the points earned by an equivalent number of single units (eaches.) If an item is returned, points will be deducted from your Gordon GO! account equal to the item's current point value.

Points will typically post to your Gordon GO! account by the next business day. Points are awarded to only one Gordon GO! account per transaction. You cannot give or transfer your membership account, membership card, points, or rewards to anyone else except where Gordon Food Service Store makes point transfers possible. Other restrictions or exclusions may apply.

From time to time, non-purchase point earning opportunities may also be made available, but are not guaranteed.

Point Exclusions

From time to time, Gordon Food Service Store may introduce limited-time offers, tests, trials, unique services or promotions. Some of these events may be excluded from earning points or may carry their own points-earning rules. You will be notified on the shelf price tag when the purchase will not provide points.

Non-Qualifying Purchases

Non-qualifying purchases include the following exclusions, and points will not be awarded:

Items designated as “Extreme Value”

Items given as a sample, liquidated, damaged, salvage items designated as “Warehouse Damage”

- Bottle Deposits
- Gift Card sales
- Scrip card sales
- Equipment leases
- Service fees
- Employee purchases
- Any transactions completed by Gordon Food Service Delivery Accounts

Product Returns

If an item is returned, points will be deducted from your Gordon GO! account equal to the amount of points awarded for the applicable amount of that purchase on the day of the return.

Return Check/Bad Debt

Point redemption options will be made unavailable any time a customer has a bad debt or returned check owed to Gordon Food Service Store, Gordon Food Service, or any of our related business partners. Customers will still earn points on transactions during this time. Redemption options will be restored when bad debts are satisfied. Points that expire during a period of time where redemption options are not available due to bad debt will not be restored.

Expiration, Cancellation, Termination, Adjustments

All unspent Gordon GO! points expire 36 months after they are earned. Bonus points and promotion campaigns may have their own associated expiration dates. If at any time your Gordon GO! points balance becomes negative, we may immediately cancel or freeze your account. All negative balances must be satisfied prior to any redemption. Gordon Food Service Store reserves the right to adjust point balances, with or without notice, for return transactions and error correction.

Tiers

Advancing to a higher tier increases the value of every point in your current point balance. Adjustments for previously redeemed points will not be made. There are two ways to advance in tiers: (1) By number of points earned each month for three consecutive months; or (2) by the total number of points earned in any three-month period. Tier promotions are processed weekly. Points earned means points accumulated during the course of a normal sale transaction. Bonus points, promotional points, point gifts or adjustments, and non-sale transaction points do not count toward tier calculation.

Become this tier	Points earned every month for 3 consecutive months	Total points earned in any 3 consecutive months
Platinum	5,000	20,000

Gold	2,500	12,500
Silver	1,200	8,000
Bronze	500	4,500

Once in a tier, the customer remains until qualifying to advance to another tier, or no longer qualifying to remain in that tier. Tier membership qualification will be evaluated at the beginning of the calendar year starting after the first full year in the tier.

Redeeming Points

Tier	\$5 off \$50 discount	\$1 redeemed at POS	\$1,000 check ordered online
Platinum		91	91,000
Gold		143	145,773
Silver		250	255,102
Bronze		500	510,204
Base	2,500		

In Store Redemption

In-store points are stored in the customer's "Electronic Wallet." When purchasing items in store, customers may elect to redeem points like cash in any amount available. When customers make this election, the number of points they choose to redeem will be removed from their electronic wallet. Points will not be paid out in cash, merchandise credit, or gift card in store.

Customers can check account balances at the customer service desk of any Gordon Food Service Store or by calling Gordon Food Service Store customer service.

Online Redemption

Customers with an online Gordon Food Service Store account may check their point balance, view transaction history, and make point redemption requests through their online account. Redemption options are subject to change.

Base Member Discount Certificates

Customers that have not achieved Bronze tier or higher will receive a \$5 off \$50 discount certificate by email every time they reach 2,500 points. Certificates must be used by the expiration date printed on discount certificate. Points are automatically debited from customer's account upon issuance. Certificates may not be reprinted if lost or stolen. Limit One Discount Certificate per transaction. Customer must have a valid email address registered to receive discount certificate. If email delivery fails, the discount certificate will be mailed to the business address on record. Reward certificates may only be used once.

Questions

Please call our Customer Service Center at (877) 771-0120, Monday–Friday, 8:00 a.m. to 5:00 p.m. EST or email us at Info@gfs.com.

Program Ownership

Gordon GO! program participation and its benefits are offered at the sole discretion of Gordon Food Service Store. Therefore, Gordon Food Service Store has the right to modify, add to or delete any of the Program rules, terms, conditions, benefits, or rewards, in whole or in part, at any time, with advance notice and an opportunity to redeem points already accumulated for the value of the reward. The Program has no predetermined termination date, and it may continue until such time as Gordon Food Service Store elects to designate a termination date. Participation in the program is void if prohibited by law in the jurisdiction in which the business or organization is located.

Limitation of Damages

In no event will Gordon Food Service Store or any related entities or individuals be liable to you, or your business or organization, for any direct, indirect, consequential, incidental, punitive, exemplary or special damages, including any lost profits or lost savings, or for any claim by any third party, for any claim for damages arising out of your participation in the Gordon GO! program. If you are dissatisfied with any portion of this program, your sole remedy is to discontinue your participation in the program.