

# POLICIES & PROCEDURES



## Brewer Promotions

Effective December 8<sup>th</sup>, 2015

## **BREWER PROMOTIONS**

The Beer Store is committed to maintaining a high standard of conduct while serving the needs of the Brewers and our partners. For this reason we have a policy covering the eligibility and responsibilities of employees during promotional campaigns.

**Employees of The Beer Store and/or their immediate families are not eligible to participate in any Brewer promotions where a promotional item is not available in all cases produced during the promotional period and/or prizes are limited to a certain number of winners.**

Employees who purchase promotional cases for personal use and who find a “prize” in the package under the above limited type promotion, must return the promotional item to their Manager for disposition.

**Employees of The Beer Store are eligible to receive promotional items when such items are contained in every case.**

- Under no circumstances are employees to remove promotional items from cases.
- Promotional cases are not to be repaired by employees.
- All promotional cases deemed 'damaged' and not fit for sale must be returned to the Brewer with the promotional item intact without delay.
- Every customer is entitled to a promotional item in his or her purchased case. Stores subject of complaint in regard to promotional items missing from cases, will be subject to immediate investigation.