

ALCOHOL DELIVERY

FRESH DELIVERY SHOP

INSTRUCTIONS • QUESTIONNAIRE

You will visit the Amazon Fresh website and place an order for alcohol delivery on the same day. You must be home at the time of delivery to evaluate if the associate asks for ID, and you must show your valid driver's license if asked.

Before You Begin

- Review your shop confirmation
- Know your scenario
- Review purchase requirements
- Review questions to ask (NC and OH only)
- Ensure your ID is valid

Don't Forget!

- Order at least one alcoholic item for delivery
- Schedule delivery within assigned timeframe, if applicable for your shop
- Be home during the delivery window
- Be prepared to show ID—must be 21+



General Requirements

- **Submission Deadline: 12:00 PM EST two days following your scheduled shop date** (e.g., if scheduled shop date is 1/1/2020, submit your completed survey by 12:00 PM EST on 1/3/2020). The deadline is noted in eastern standard time. If your completed survey is not submitted to shopperhub.cxgroup.com by the deadline, it will be automatically cancelled. **You should submit your survey same-day if possible.** The extended deadline is only meant to accommodate the rare situation where you cannot get same-day delivery.
- Read all instructions and the entire questionnaire before you complete the shop.
- Answer all questions and provide detailed supporting narrative to explain your responses.
- Upload an itemized receipt/screenshot with your report.
 - Review the Receipt Validation section below to ensure you upload a valid screenshot.
- Do not reveal your identity as a mystery shopper to anyone at any time.
- Do not say or do anything to limit the opportunity for the associate(s) to perform the behaviors the survey is designed to evaluate.
- If a Quality Assurance Editor contacts you for additional information or clarification about your experience, respond promptly.
- Retain all documentation for six months following your shop.
- You or your immediate family members cannot currently nor have ever worked for Amazon.
- You must be home at the time the order is delivered, and you must be the person who receives the order.
- Failure to follow the specifications for this project as outlined in this document may result in shop cancellation and non-payment.



Shop Instructions

Step #1: Place an order for alcohol delivery through Amazon Fresh.

- You must be an Amazon Prime/Amazon Fresh member to complete this shop. You should only need to be an Amazon Prime member to access the Amazon Fresh site. If you are not a Prime member or cannot access the Fresh site as part of your Prime membership, contact BestMark or your scheduler immediately to cancel this shop.
- Your shop date is your order date, and you will select a same-day delivery slot.
- If you are assigned a timeframe, you must schedule your delivery for a same-day time slot within that timeframe.
- Be sure to place your order early enough on your shop date so that same-day delivery options (and options within your assigned timeframe, if applicable) are available.
- Log into Amazon Fresh (amazon.com/alcohol). If you are using the Amazon App, open the app and click on "Fresh" under the search bar.
- Enter zip code.
 - **You must have your order delivered to the address on your ShopperHub profile at the time you signed up for this shop.** This is extremely important, as shopper eligibility is determined by zip code. Do NOT change the address on your shopper profile after signing up and then proceed to complete this shop.
 - If you are unable to have your order delivered to the address that was on your ShopperHub profile at the time you signed up for this shop, contact your scheduler. You will need to cancel this shop, update your address on your profile, and then re-sign-up for the shop if it is still available to you.
- Search for alcohol (Beer, Wine, or Spirit) in the search bar.
- Click on "Add to Cart."
- Click "Proceed to Checkout."
- Confirm your delivery address—make sure it matches the address that was on your ShopperHub profile at the time you signed up for this shop.
- Select a same-day delivery time slot.
 - Choose a time when you will be available 30 minutes prior to and 30 minutes after the stated delivery window, in case your order is delivered slightly early or slightly late. You must be available to personally receive the delivery.
 - If there are no same-day delivery time slots available (and within your assigned timeframe if applicable), continue to place your order on your shop date, and schedule the delivery for the next available delivery window that aligns with the shop requirements (e.g., if you are assigned a specific timeframe, schedule your delivery for the next available date where you can select a delivery window that falls within that assigned timeframe).
 - Contact your scheduler if the next available delivery window is beyond the survey submission deadline.
- Enter payment information and click "Place Your Order" to submit order.

Step #2: Receive your order and evaluate the delivery associate's specific behaviors.

- Note if the associate asks for your ID.
 - If yes, provide your valid driver's license.
- Note if the associate scans your driver's license (or manually enters the information if it cannot be scanned).
- See if the associate makes a visible attempt to check that you are the person on the ID (checks the picture, date of birth, looks at your ID and back at you, etc.).
- Evaluate if the package has a label indicating the package contains alcohol and age verification and/or a signature is required.
 - Labels may vary by area, give credit if this type of label is adhered to your package.
 - North Carolina, Washington, and Virginia location should have the below warning message (highlighted in yellow) included at the bottom of the label. This is in addition to the green alcohol warning stickers:



- **Ohio and North Carolina locations only:** Evaluate if the associate has their alcohol delivery certification.
 - Directly ask to see the delivery associate's alcohol delivery state permit (OH) or proof of state alcohol delivery training (NC). The associate may or may not provide it.
 - You must ask to see their permit/proof of training if you are assigned an OH or NC location, or your shop will not be valid.
 - If they provide it, it will typically be a physical certificate or an electronic certificate on their phone.
 - Note the details of what the associate said and/or what they showed you in your survey form.



Notes on Ordering Requirements & Reimbursement

- You must purchase at least one alcoholic beverage. Do NOT purchase ANY non-alcoholic beverage items. You may purchase other food/household items as part of your order in addition to your alcoholic beverage.
- You will be reimbursed up to \$20.00 for your entire order.
 - Includes your alcohol purchase, delivery fee, tip, and any additional items purchased as part of your order.
- Kombucha does NOT count as alcohol for the purpose of these shops.
- If the homepage of the website you are placing your order from does not look like the one below, you are ordering from the wrong website. Do NOT order through Prime Now or Amazon Whole Foods.

The screenshot shows the Amazon Fresh website interface. At the top, there's a navigation bar with the Amazon logo, a search bar, and a 'Sign in' button. Below this, there's a 'fresh' logo and a list of categories like 'Past Purchases', 'Deals', 'Alexa lists', 'Food', 'Beverages', etc. The main content area is titled 'Alcoholic Beverages' and has three tabs: 'BEER', 'WINE', and 'ALL ALCOHOL'. Below the tabs, there's a 'Cocktail Mixers' section with a carousel of products. The products shown include Schweppes Tonic Water, Fever-Tree Naturally Light Indian Tonic Water, Diet Canada Dry Tonic Water, Amazon Brand - Happy Belly Tonic Water, Fever-Tree Handpicked Tonic Water, Angostura Aromatic Bitters, and Mr & Mrs T Bold & Spicy Bloody Mary Mix. Each product has a star rating and a price.



Receipt Validation

Upload a screenshot of your finalized order confirmation that clearly shows:

- The platform your order was placed through (Amazon Fresh).
- An itemized list of all items ordered (to show that at least one alcoholic item was purchased).
- Your order number.
- The date you placed the order.
- Your shipping/delivery address. If your billing address is different, make sure both are clearly visible.
- The total amount spent.

Example Screenshot Receipt Images:

- Review the example screenshots provided below to ensure you upload valid receipts that verify all necessary information.
- Certain personal information has been redacted below—do NOT redact your information in your screenshots.


- Multiple screenshots may be required to capture all necessary information.

Arriving Today 3PM - 5PM
This order contains age-restricted items and will require verification of legal age. Please have a valid government issued ID ready.

fresh

Ordered Packed & ready Out for delivery Delivered

Your mobile number
We use your number to notify you about order status and may call you to coordinate your delivery or pickup.
[Redacted] Edit

 1 item in this order. View all items

Need help with this order?
Reschedule your order
Cancel your order
Contact Customer Service
View or Print invoice
Recycle your packaging

Delivery address
[Redacted]
[Redacted] CA 92563-4822

Delivery instructions: Edit
None provided

Order summary
Order #: 113-4325857-6801869
Ordered February 22, 2024 12:41PM



Items subtotal (1):	\$7.99
Service Fee:	\$9.95
Est. Total before tax:	\$17.94
Est. Tax:	\$1.39
Bottle Deposit Tax:	\$0.05
Est. Items total:	\$19.38
Tip (recommended): Edit	\$3.00
Est. Grand total:	\$22.38

Your card has been authorized \$25.29 to account for potential changes to your order.
[Learn more.](#)

12:50

Search Amazon.com

Items in your order (2)

	Stella Artois Cidre, 6 pk, 12 oz bottles, 4.5% ABV Qty: 1	\$11.49
	Amazon Fresh - Valentine's Day Frosted Mini Brownies, 14 oz (16 ct) (Seasonal) (FROZEN) Qty: 1 ✔ \$2.31 promotion applied	\$0.77

Shops that do not include the required screenshots/documentation as outlined above will be rejected without payment.

 **QUESTIONNAIRE**

Shop date:

Start time:

End time:

Delivery Experience

1. Order ID:

Input your order ID in the following format: 999-9999999-9999999

2. Copy/paste the exact web address you visited to place your order:

3. Order Deliver Date:

Indicate the date you SUBMITTED the order. In most cases, this should match the date the order was delivered (i.e., you received same-day delivery). If you were unable to receive same-day delivery, enter the date that you placed the order, and explain in your narrative when you received it and why it was not same-day (e.g., no same-day delivery slots available, order never arrived, etc.). Format response as MM/DD/YYYY

4. Was your order delivered?

Yes

No

5. Order Deliver Time:

Indicate the time your order was delivered. If your order was delivered earlier or later than your scheduled delivery window, explain in the narrative. Format response as HH:MM AM/PM

6. Indicate the name of the Delivery Associate:

Enter "Unknown" if you do not know the name of the associate who delivered your order.

7. Indicate the approximate age of the Delivery Associate:

20 or less

21 - 25

26 - 30

31 - 35

36 - 40

41 - 45

46 - 50

51 - 55

56 or older

Unknown

8. Indicate the gender of the Delivery Associate:

Male

Female

Prefer not to answer

Unknown

9. Was the Delivery Associate wearing glasses?

Yes

No

Unknown

10. Indicate the hair color of the Delivery Associate:

- | | |
|--|--------------------------------------|
| <input type="checkbox"/> Auburn/Red | <input type="checkbox"/> Brown |
| <input type="checkbox"/> Green/Blue/Purple | <input type="checkbox"/> Dark Brown |
| <input type="checkbox"/> Black | <input type="checkbox"/> Gray/White |
| <input type="checkbox"/> Blonde | <input type="checkbox"/> Shaved/Bald |
| <input type="checkbox"/> Light Brown | <input type="checkbox"/> Unknown |

11. Indicate the hair length of the Delivery Associate:

- | | |
|--|---|
| <input type="checkbox"/> Short | <input type="checkbox"/> Long |
| <input type="checkbox"/> Ear Length | <input type="checkbox"/> Pulled Back/Up |
| <input type="checkbox"/> Shoulder/Collar | <input type="checkbox"/> Shaved/Bald |
| <input type="checkbox"/> Mid-Back | <input type="checkbox"/> Unknown |

12. Indicate the approximate height of the Delivery Associate:

- | | |
|--------------------------------------|--------------------------------------|
| <input type="checkbox"/> 5' or less | <input type="checkbox"/> 5'10" |
| <input type="checkbox"/> 5'1" | <input type="checkbox"/> 5'11" |
| <input type="checkbox"/> 5'2" - 5'3" | <input type="checkbox"/> 6' - 6'1" |
| <input type="checkbox"/> 5'4" - 5'5" | <input type="checkbox"/> 6'2" - 6'3" |
| <input type="checkbox"/> 5'6" - 5'7" | <input type="checkbox"/> 6'4" plus |
| <input type="checkbox"/> 5'8" - 5'9" | <input type="checkbox"/> Unknown |

13. Indicate the apparent race of the Delivery Associate:

- | | |
|---|---|
| <input type="checkbox"/> African-American | <input type="checkbox"/> Middle Eastern or Arab |
| <input type="checkbox"/> Caucasian | <input type="checkbox"/> Native-American |
| <input type="checkbox"/> East Asian | <input type="checkbox"/> Other |
| <input type="checkbox"/> South Asian | <input type="checkbox"/> Prefer not to answer |
| <input type="checkbox"/> Hispanic | <input type="checkbox"/> Unknown |

14. Was the package containing alcohol delivered directly to you?

- The package was delivered directly to you
- The package was delivered but not directly to you
- N/A

15. If the package was not delivered directly to you, did someone else receive the package?

- The package was delivered to someone else
- The package was delivered but not to a person
- N/A

16. If the package was not delivered directly to you, explain the delivery of the package:**17. Driver asks for your ID:**

Select Yes if you provided your ID at any point.

- Yes
- No, I received the order without showing my ID
- N/A

18. Driver made a visible attempt to check that you were the person on the ID:

- Yes, the driver looked at the ID and then looked at me
- No, the driver clearly did not look at the ID and/or did not look at me (e.g., the ID was always upside down)
- N/A

19. Driver attempts to scan your ID:

Select Yes if the associate attempts to scan your ID and/or if they manually enter the information because the ID cannot be scanned.

- Yes
 No
 N/A

20. Did the package have a label indicating the package contains alcohol and age verification and/or a signature is required?

Labels may vary by area. Select Yes if this type of label was adhered to your package.

- Yes
 No
 N/A or Unknown

21. Was the driver able to provide their alcohol delivery state permit? (OH)

Select N/A if you were not assigned an Ohio location or if the package was delivered but not directly to you.

- Yes
 No
 N/A

22. What was presented, or what did the driver say if he/she did not have the state permit? (OH)

Enter N/A if you were not assigned an Ohio location or if the package was delivered but not directly to you.

23. Was the driver able to provide proof of state delivery training? (NC)

Select N/A if you were not assigned a North Carolina location or if the package was delivered but not directly to you.

- Yes
 No
 N/A

24. What was presented, or what did the driver say if he/she did not have the proof of training? (NC)

Enter N/A if you were not assigned a North Carolina location or if the package was delivered but not directly to you.

25. If your order was not delivered, explain why:

Enter N/A (in that exact format) if your order was delivered.

26. What is your age (in years)?

Format response as a whole number (e.g., 25).

27. What type of ID did you present?

Select Other if you were not asked for ID and did not have to show an ID.

- Driver's License
 State-Issued ID Card
 Passport/Passport Card
 Military Card
 Other

28. If other, indicate the type of ID:

If you were not asked for ID and did not have to show an ID, enter "None."

29. Delivery Experience Supporting Narrative:

Explain the responses you selected for the Delivery Experience questions. Be sure to explain ALL responses of less than full point value. If your order was delivered, you must enter between 75 and 1000 characters. If your order was not delivered, enter N/A.

30. Shopper Zip Code:

Enter the 5-digit zip code where you had your order delivered. Format response as 12345

31. Overall Pass/Fail:

Select Pass for these situations: The order was delivered to someone else. The order was delivered to you, you were asked for ID, and the driver checked the ID to verify it was you.

Select Fail for these situations: Your order was not delivered. Your order was delivered, but not to a person. The order was delivered to you, but you were not asked for ID. The order was delivered to you and you were asked for ID, but the driver did not check the ID to verify it was you.

Pass (1 points)

Fail (0 points)

Shop Validation**32. Do you have a receipt?**

Select Yes and then upload all receipts/screenshots to show the following information: platform ordered from (Amazon Fresh), itemized list of all items ordered, order number, date order was placed, shipping/delivery address, and total amount spent.

Yes

No

33. If you do not have a receipt, explain why:

Enter N/A if you uploaded your receipt. If you have any comments about your receipt, include them here.

END OF QUESTIONNAIRE