

# WEGMANS

## ALCOHOL COMPLIANCE MYSTERY SHOP

## INSTRUCTIONS • QUESTIONNAIRE

The goal of this shop is ID compliance. You will visit the assigned store and purchase an alcoholic item. You will evaluate if the associate asks for your ID. You must be 21+ and have a valid ID to be able to complete this shop. You must submit your survey immediately after leaving the store (i.e., in the parking lot from your phone).



### Before You Begin

- Review your shop confirmation
- Plan to go between 8am-3pm and submit your survey in the parking lot immediately after visit
- Make sure you have valid ID—must be 21+
- Review purchase, photo, receipt requirements



### Don't Forget!

- Bring your valid ID and show it if asked
- Purchase an alcoholic item
- Remember the lane # of the checkout you use
- Get a receipt and take all required photos
- Submit your survey in the parking lot after visit



### General Requirements

- Read all instructions and the entire questionnaire before you complete the shop.
- Answer all questions and provide detailed supporting narrative to explain your responses.
- Get an itemized receipt to upload with your report.
- Take a selfie photo for shop validation (this is part of your “receipt”).
- 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.
- **Submit your survey to [shopperhub.cxgroup.com](https://shopperhub.cxgroup.com) immediately after completing the shop (i.e., in the parking lot). If you do not submit your survey immediately after your visit, your shop will be subject to cancellation.**
- 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 Wegmans.
- Children are not allowed to accompany you on this shop. If you bring anyone with you, they must be 21+ and have a valid ID.
- 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: Arrive at the store and locate the section that sells alcohol.

- Go between 8am-3pm on your assigned shop date. Call or check store hours online ahead of time.
- Walk the store to locate the section that sells alcoholic beverages.
- Select an alcoholic item to purchase. Take a photo of the item in the aisle BEFORE you go to the checkout.
- You must provide your ID if asked at any time.

### Step #2: Purchase an alcoholic item using a staffed checkout lane.

- You must purchase at least one (1) alcoholic item. Any additional grocery store items are also OK to purchase but not required.
- Use a traditional staffed checkout lane to complete your purchase. Do NOT go to self-checkout or the customer service counter/service desk.
- Note the lane # of the specific cashier you use.
- The survey asks for the register #—this is the lane number, e.g., Lane #7 as shown in the example below:



- Evaluate if the associate asks to check your ID.
  - If yes, provide your valid ID.
  - If no, continue with the purchase and note the specifics in your survey narrative.
- Note the name and description of the associate who assists you at checkout.
  - The associate should be wearing a name tag. If not, remember their full description.
  - If you cannot get the associate's name, note the specific reason why in your narrative with the details.
- You will be reimbursed up to \$5.00 for your purchase.
- Get an itemized receipt. Ask if one is not provided. The receipt must show what was purchased as well as the store location and date.

### Step #3: Submit your survey same-day, immediately after shop completion.

- Fill out and submit your survey through the Shopper Hub portal, in the parking lot, on your phone.



## Photo & Receipt Requirements

### LOCATION STOREFRONT:

- Take at least one (1) photo of the location storefront/exterior.
- This should be a zoomed out photo showing the building exterior and branded/identifying signage.
- You must NOT be visible in this photo.

### ALCOHOLIC ITEM:

- Take at least one (1) photo of the item you plan to purchase.
- Take this photo in the aisle BEFORE you go to the checkout.

### ITEMIZED RECEIPT:

- Your receipt must show the date of purchase, location, price, and what was purchased.
- Write the shop number on your receipt, in blue or black ink, and upload a PHOTO of that receipt. A scanned image/PDF will NOT be accepted. You must handwrite the shop number in ink.
- Check your receipt photo prior to upload to ensure the image is large enough and the receipt text is readable.

### LOCATION EXTERIOR SELFIE:

- After your visit, discreetly take one (1) selfie-style photo in front of the location exterior.
- This photo MUST show YOU in the picture (selfie-style).
- The location/building with identifying exterior signage must be visible in the background.
- Note that this photo is different from the regular location storefront photo that you will upload in your survey.
- You should NOT be in the regular location exterior photo that you upload in your survey, but you MUST be in the selfie photo that you upload in the Shop Validation section—these are two different pictures.

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

 **QUESTIONNAIRE**

**Shop date:**

**Start time:**

**End time:**

### Wegmans Alcohol Compliance

**1. Indicate the name of the Associate:**

**2. Indicate the approximate age of the Associate:**

- |                                     |                                      |
|-------------------------------------|--------------------------------------|
| <input type="checkbox"/> 20 or less | <input type="checkbox"/> 41 - 45     |
| <input type="checkbox"/> 21 - 25    | <input type="checkbox"/> 46 - 50     |
| <input type="checkbox"/> 26 - 30    | <input type="checkbox"/> 51 - 55     |
| <input type="checkbox"/> 31 - 35    | <input type="checkbox"/> 56 or older |
| <input type="checkbox"/> 36 - 40    |                                      |

**3. Indicate the gender of the Associate:**

- Male
- Female
- Prefer not to answer

**4. Was the Associate wearing glasses?**

- Yes
- No

**5. Indicate the hair color of the 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       |                                      |

**6. Indicate the hair length of the 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        |   |

**7. Indicate the approximate height of the 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" |                                      |

**8. Indicate the apparent race of the 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         |   |

**9. Did you take a photo of the storefront?**

Select Yes and upload at least one image of the location storefront, showing the building exterior and branded/identifying signage.

- Yes  
 No

**10. What alcoholic item did you attempt to purchase?**

Enter the exact item name, including the brand and flavor (e.g., Mike's Hard Lemonade Hard Black Cherry).

**11. Did you take a photo of the alcoholic item that you attempted to purchase?**

Select Yes and upload at least one image of the alcoholic item you purchased. This photo must be taken in the aisle BEFORE you go to the checkout.

- Yes  
 No

**12. Indicate the register # you visited during your shop:**

This is the lane # for the specific cashier you use (e.g., Lane #7). Format response as a whole number (e.g., 7)

**13. Was the associate wearing a visible name tag?**

- Yes  
 No

**14. At any point during your visit, did the associate prompt/ask to check your ID?**

- Yes  
 No

**15. Overall Pass/Fail:**

Select Pass if the associate asked to check your ID. Select Fail if the associate did not ask to check your ID.

- Pass (1 point)  
 Fail (0 points)

**16. Wegmans Alcohol Compliance Supporting Narrative:**

Explain the responses you selected for the Wegmans Alcohol Compliance questions. Be sure to explain ALL responses of less than full point value. The cashier should be wearing a name tag. If not or you were unable to read it, explain. Provide details to explain if you were or were not asked for ID. You must enter between 75 and 2000 characters.

17. [hidden internal question—you will not see or answer Q17]

**18. Do you have a receipt?**

Select Yes then upload your receipt. Your receipt must show the date of purchase, location, price, and what was purchased. Make sure the image is clear and not blurry.

- Yes  
 No

## Shop Validation

**19. 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.*

**20. Did you take a location exterior selfie photo?**

*Select Yes then upload your location exterior selfie.*

Yes

No

**21. If you do not have a location exterior selfie photo, explain why:**

*Enter N/A if you uploaded your selfie.*

END OF QUESTIONNAIRE