

STATER BROS.

2027 GROCERY MYSTERY SHOP

INSTRUCTIONS

QUESTIONNAIRE

Perform an anonymous evaluation of the Produce, Bakery, Service Deli, and Meat departments, then make a purchase at checkout.



Before You Begin

- Review your shop confirmation
- Know the departments to visit
- Review purchase requirements
- Have a device to record required times



Don't Forget!

- Arrive after 10:00 AM but before 7:00 PM
- Check for nametags and uniforms
- Ask a question in each department
- Buy at least 3 items to get a receipt



General Requirements

- Read all instructions and the entire questionnaire before you complete the shop.
- Shop the store at the address listed in your shop confirmation.
- Arrive between 10am-7pm on the date assigned. Do not start before 10am or finish after 8pm.
- Spend a minimum of 15 minutes in the store and complete the shop alone.
- Employee interactions are mandatory in each department. If an employee is not present in the department you're assessing, locate a manager, cashier, employee in another area, or an employee behind a service counter and ask them to find someone who can assist you.
- Buy 3 or more items of your choice to get a receipt. Ask for a receipt if you are not offered one.
- Submit your report to shopperhub.cxgroup.com within 12 hours of completing the shop.
- Upload the entire receipt image with your report, including the date/time and register number.
 - If you cannot fit the receipt into one photo, upload photos of the top half and bottom half.
 - Your uploaded receipt must be legible. If it is not, you will receive a Clarifications request.
- Retain all documentation for six months following your shop.
- You or your immediate family members cannot currently nor have ever worked in the past 10 years for Stater Bros. nor currently work for any other local grocery retailer.



Parking Lot, Store Entry, & Sales Floor Observations

- Look to see if any loose carts (not in cart corrals) are blocking open parking spaces.
- If a teammate is present in the parking lot at any time, make note of what they're doing.
- Confirm carts and sanitation wipes are available at the entrance. Wipes are in a dispenser.
- Get a current paper ad circular from the entrance or service desk.
 - If no ad circulars are available, look up the weekly ad specials on your phone.

- You'll be confirming if featured ad items are available in Produce, Bakery, Deli, and Meat.
- Teammates working on the sales floor/in the aisles should acknowledge customers as they pass, prioritizing customers over other tasks.
 - Note if all teammates you come near (within their field of vision) acknowledge you.
- Ask any available associate who is not behind a counter or register to help you find an item.
 - It can be any item the store sells, as long as it's not within sight of where you're standing.
 - Allow the associate to fully assist you. If they offer to walk you to the item, accept.
 - Note the location in the store where the interaction takes place. If you're in or at the end of an aisle when the interaction occurs, note the aisle number to submit with your report.
- Confirm all teammates encountered throughout the store are wearing the proper uniform:

✓ Nametag ✓ Stater Bros. polo shirt ✓ Black dress pants ✓ Closed-toe black shoes	✓ Polo shirt is clean, unwrinkled, and tucked in ✓ Black or white long-sleeved undershirts, black cardigan sweaters, and black jackets may be worn with the polo shirt
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Produce Observations

- Choose any single Produce dept. item listed in the weekly ad circular and confirm it's in stock.
- Browse within view of a teammate in Produce to see if you are acknowledged.
 - If you are not acknowledged, ask the teammate for assistance.
 - If a teammate is not present, walk the department for a couple of minutes to see if someone arrives.
- Ask the teammate a question of your choice about any item in Produce. For example:

✓ What is your most popular apple? ✓ Is your produce grown locally? ✓ How can you tell when this is ripe?	✓ Is there a way to ripen avocados quickly? ✓ What fruits are in season? ✓ Can fresh cut stations take custom orders?
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- Check the Fresh Cut Station (a full-service counter with cut produce) to confirm a teammate is present between 3pm-7pm.
 - If a teammate is not present, wait 30 seconds at the station to see if someone arrives.



Fresh Cut Station example



Bakery Observations

- Record time (in mins:secs) to be actively assisted after joining the line at the Bakery counter.
 - If a teammate is not present, stand at the counter and browse the service case for a couple of minutes to see if someone arrives.
- Ask a question of your choice about an item in the Bakery service case. For example:

✓ Do you carry ice cream cakes? ✓ Do you have individual cake slices? ✓ Can I sample a cookie/product?	✓ Do you have bags for the muffins? ✓ Can I order a custom cake? ✓ What variety of cake fillings do you offer?
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- Choose any single Bakery dept. item listed in the weekly ad circular, and confirm it's in stock.



Service Deli Observations

- Record time (in mins:secs) to be actively assisted after joining the line at the Deli counter.
 - If a teammate is not present, stand at the counter and browse the service case for a couple of minutes to see if someone arrives.
- Ask a question about an item in the Deli service case. For example:
 - ✓ What do you recommend?
 - ✓ May I sample the salads?
 - ✓ Are the condiments free?
 - ✓ How long ago was this made?
 - ✓ Do you make custom sandwiches?
 - ✓ What are your bestselling meats/cheeses?
- Choose any single Deli dept. item listed in the weekly ad circular, and confirm it's in stock.



Meat Observations

- Record time (in mins:secs) to be actively assisted after joining the line at the Meat counter.
 - If a teammate is not present, stand at the counter and browse the service case for a couple of minutes to see if someone arrives.
- Ask a question of your choice about an item in the Meat service case. For example:
 - ✓ How do I cook or prepare <item>?
 - ✓ What goes well with <item>?
 - ✓ Is Ribeye or New York Strip better?
 - ✓ Are you able to grind <name a protein>?
 - ✓ Do you offer seasoning once an order is cut?
 - ✓ What's the difference between meat grades?
- Choose any single Meat dept. item listed in the weekly ad circular, and confirm it's in stock.



Checkout

- After selecting 3 or more items, walk the front-end to observe the following:
 - ✓ Number of full-service lanes open
 - ✓ Number of express lanes open
 - ✓ If a teammate is directing customers to available lanes
- Select a full-service checkout lane with a bagger. Note the checkout lane number to submit on your report.
 - If no baggers are present, select any full-service checkout lane.
- If an associate directs you to the self-checkout lanes, politely decline.
 - Do not use self-checkout unless you have no option to use a full-service checkout lane.
- If you purchase any large/heavy items that remain in the cart during checkout, note whether the cashier walks around the cart to scan those for you, or leans over the register lane to scan them.
- If you are offered carryout service, you may accept or decline.
- Get a receipt for your purchase. Ask for a receipt if one is not offered.



QUESTIONNAIRE

Shop date:

Start time:

End time:

Parking Lot

1. Were all parking spaces free from blockage due to loose carts?

☐ Yes

☐ No

2. Was a teammate present anywhere in the lot?

☐ Yes

☐ No

3. If yes, did the teammate greet any customers?

☐ Yes

☐ N/A – no teammate in lot

☐ No

4. Did you witness any other teammate service in the parking lot?

Answer Yes if a teammate was helping a customer put groceries into their car, shielding them with an umbrella if raining, returning their cart for them, or otherwise being helpful.

☐ Yes

☐ N/A – no teammate in lot

☐ No

5. Were carts available at the front entrance?

☐ Yes

☐ No

6. Were cart sanitation wipes available for customer use near the entrance?

If the dispenser was empty or not present at all, answer No.

☐ Yes

☐ No

Sales Floor

7. Was each sales floor teammate you saw in uniform and wearing a nametag?

This refers only to associates encountered on the sales floor/in the aisles. Do not answer No based on the teammate you interacted with in Produce or at a full-service counter. If a sales floor teammate was missing a nametag or had a uniform issue, please explain in your comments.

☐ Yes

☐ N/A – no teammates on sales floor

☐ No

8. When in proximity of sales floor teammates, were you acknowledged with a greeting, eye contact, smile, or nod?

When you walked within reasonable distance of a teammate and within in their line of sight, they should have acknowledged you in some way as they completed their task or assisted other customers.

☐ Yes

☐ N/A – no teammates on sales floor

☐ No

9. If no, please explain:

10. Did the teammate walk you to the area you asked about, offer to walk you to it, or provide verbal directions to help you locate it?

If you answer No to this question, please explain why in your comments.

☐ Yes, walked or offered to walk me to the item

☐ No

☐ Yes, provided verbal directions

☐ N/A – no teammates on sales floor

11. Where in the store did the interaction take place?

☐ An aisle

☐ Back aisle of the store

☐ Front entrance/lobby

☐ N/A – no teammates on sales floor

☐ Register area

12. If the interaction happened in an aisle, please list the aisle number:

13. Did the teammate close the interaction with an appropriate parting remark?

Answer Yes if the teammate made any polite remark such as, "Thanks," "Have a good one," "Enjoy your day," etc.

☐ Yes

☐ N/A – no teammates on sales floor

☐ No

Produce

14. Was a teammate present in the Produce department?

☐ Yes

☐ N/A – department under renovation

☐ No

15. Were you greeted or acknowledged (nod, smile, wave, eye contact) by a teammate in Produce at any point?

☐ Yes

☐ N/A – no teammate present

☐ No

☐ N/A – department under renovation

16. If no or a teammate wasn't present, please explain:

17. Was the Produce teammate in uniform with a visible nametag?

☐ Yes, visible nametag and in uniform

☐ Nametag worn but not in uniform

☐ In uniform but nametag partially obstructed

☐ No nametag and not in uniform

☐ In uniform but nametag covered

☐ N/A – no teammate present

☐ In uniform but no nametag

☐ N/A – department under renovation

18. Did the Produce teammate satisfy your request or question, demonstrating product knowledge, or find someone who could?

When you asked a question, the teammate should have provided an answer or offered to find out for you. You should have walked away feeling like you received complete and correct information. If you answer No to this question, please explain why in your comments.

☐ Yes

☐ N/A – no teammate present

☐ No

☐ N/A – department under renovation

19. Did the Produce teammate close the interaction with an appropriate parting remark?

Answer Yes if the teammate made any polite remark such as, "Thanks," "Have a good one," "Enjoy your day," etc.

☐ Yes

☐ N/A – no teammate present

☐ No

☐ N/A – department under renovation

20. Were featured Produce ad items available?

- ☐ Yes
☐ No

☐ N/A – department under renovation

21. Was a Produce teammate available at the Fresh Cut Station?

Answer No if no one appeared after 30 seconds of waiting.

- ☐ Yes
☐ No
☐ N/A – arrived before 3pm or after 7pm
- ☐ N/A – no fresh cut station at this store
☐ N/A – department under renovation

Bakery

22. Was a teammate present at the Bakery counter?

- ☐ Yes
☐ No
- ☐ N/A – no bakery counter at this store
☐ N/A – department under renovation

23. Were you greeted or acknowledged (nod, smile, wave, eye contact) by a Bakery teammate within a reasonable time given the number of customers waiting for service?

- ☐ Yes
☐ No
☐ N/A – no teammate present
- ☐ N/A – no bakery counter at this store
☐ N/A – department under renovation

24. If no or a teammate wasn't present, please explain:

25. Was the Bakery teammate in uniform with a visible nametag?

- ☐ Yes, visible nametag and in uniform
☐ In uniform but nametag partially obstructed
☐ In uniform but nametag covered
☐ In uniform but no nametag
☐ Nametag worn but not in uniform
- ☐ No nametag and not in uniform
☐ N/A – no teammate present
☐ N/A – no bakery counter at this store
☐ N/A – department under renovation

26. How long did you wait at the counter before a Bakery teammate actively assisted you?

MM:SS format. Start timing once you get in line, and stop timing when you are actively assisted by the teammate.

27. Did the Bakery teammate satisfy your request or question, demonstrating product knowledge, or find someone who could?

When you asked a question, the teammate should have provided an answer or offered to find out for you. You should have walked away feeling like you received complete and correct information. If you answer No to this question, please explain why in your comments.

- ☐ Yes
☐ No
☐ N/A – no teammate present
- ☐ N/A – no bakery counter at this store
☐ N/A – department under renovation

28. Did the Bakery teammate close the interaction with an appropriate parting remark?

Answer Yes if the teammate made any polite remark such as, "Thanks," "Have a good one," "Enjoy your day," etc.

- ☐ Yes
☐ No
☐ N/A – no teammate present
- ☐ N/A – no bakery counter at this store
☐ N/A – department under renovation

29. Were featured Bakery ad items available?

- ☐ Yes
☐ No
- ☐ N/A – department under renovation

Deli

30. Was a teammate present at the Deli counter?

- ☐ Yes
☐ No

- ☐ N/A – no deli counter at this store
☐ N/A – department under renovation

31. Were you greeted or acknowledged (nod, smile, wave, eye contact) by a Deli teammate within a reasonable time given the number of customers waiting for service?

- ☐ Yes
☐ No
☐ N/A – no teammate present

- ☐ N/A – no deli counter at this store
☐ N/A – department under renovation

32. If no or a teammate wasn't present, please explain:

33. Was the Deli teammate in uniform with a visible nametag?

- ☐ Yes, visible nametag and in uniform
☐ In uniform but nametag partially obstructed
☐ In uniform but nametag covered
☐ In uniform but no nametag
☐ Nametag worn but not in uniform

- ☐ No nametag and not in uniform
☐ N/A – no teammate present
☐ N/A – no deli counter at this store
☐ N/A – department under renovation

34. How long did you wait at the counter before a Deli teammate actively assisted you?

MM:SS format. Start timing once you get in line, and stop timing when you are actively assisted by the teammate.

35. Did the Deli teammate satisfy your request or question, demonstrating product knowledge, or find someone who could?

When you asked a question, the teammate should have provided an answer or offered to find out for you. You should have walked away feeling like you received complete and correct information. If you answer No to this question, please explain why in your comments.

- ☐ Yes
☐ No
☐ N/A – no teammate present

- ☐ N/A – no deli counter at this store
☐ N/A – department under renovation

36. If you asked the Deli teammate for a sample of a sliced meat or cheese, was one provided to you?

- ☐ Yes
☐ No
☐ N/A – no sample requested

- ☐ N/A – no teammate present
☐ N/A – no deli counter at this store
☐ N/A – department under renovation

37. Did the Deli teammate close the interaction with an appropriate parting remark?

Answer Yes if the teammate made any polite remark such as, "Thanks," "Have a good one," "Enjoy your day," etc.

- ☐ Yes
☐ No
☐ N/A – no teammate present

- ☐ N/A – no deli counter at this store
☐ N/A – department under renovation

38. Were featured Deli ad items available?

- ☐ Yes
☐ No

- ☐ N/A – department under renovation

Meat

39. Was a teammate present at the Meat counter?

- ☐ Yes ☐ N/A – no meat counter at this store
☐ No
40. Were you greeted or acknowledged (nod, smile, wave, eye contact) by a Meat teammate within a reasonable time given the number of customers waiting for service?
- ☐ Yes ☐ N/A – no teammate present
☐ No ☐ N/A – no meat counter at this store

41. If no or a teammate wasn't present, please explain:

42. Was the Meat teammate in uniform with a visible nametag?

- ☐ Yes, visible nametag and in uniform ☐ Nametag worn but not in uniform
☐ In uniform but nametag partially obstructed ☐ No nametag and not in uniform
☐ In uniform but nametag covered ☐ N/A – no teammate present
☐ In uniform but no nametag ☐ N/A – no meat counter at this store

43. How long did you wait at the counter before a Meat teammate actively assisted you?

MM:SS format. Start timing once you get in line, and stop timing when you are actively assisted by the teammate.

44. Did the Meat teammate satisfy your request or question, demonstrating product knowledge, or find someone who could?

When you asked a question, the teammate should have provided an answer or offered to find out for you. You should have walked away feeling like you received complete and correct information. If you answer No to this question, please explain why in your comments.

- ☐ Yes ☐ N/A – no teammate present
☐ No ☐ N/A – no meat counter at this store

45. Did the Meat teammate close the interaction with an appropriate parting remark?

Answer Yes if the teammate made any polite remark such as, "Thanks," "Have a good one," "Enjoy your day," etc.

- ☐ Yes ☐ N/A – no teammate present
☐ No ☐ N/A – no meat counter at this store

46. If you placed a meat order, did the Meat teammate offer any of the following additional services?

Select all that apply. Meat tumbling = marinating meat

- ☐ Amazing Tastes seasoning added to any protein ☐ Meat tumbling
☐ Custom grind your selection ☐ None of these
☐ Tenderize your selection ☐ N/A – no meat order placed
☐ Custom cuts of your selection ☐ N/A – no teammate present
☐ N/A – no meat counter at this store

47. Were featured Meat ad items available?

- ☐ Yes ☐ No

Checkout

48. Were three or fewer customers in each checkout lane?

- ☐ Yes ☐ No

49. How many express lanes were open?

This refers to lanes that restrict the number of items to improve checkout speed (ex: 10 items or less).

- ☐ 0 ☐ 1

☐ 2☐ 4 or more☐ 3

50. How many full-service checkout lanes were open?

☐ 1☐ 4☐ 2☐ 5☐ 3☐ 6 or more

51. Lane number you used:

52. Was a teammate directing or assisting customer traffic to open registers?

Answer based on your departure time.

☐ Yes, weekday after 3pm☐ No, weekday after 3pm☐ Yes, weekday before 3pm☐ No, weekday before 3pm☐ Yes, weekend visit☐ No, weekend visit

53. Were you warmly acknowledged by the cashier when the transaction began?

☐ Yes☐ No

54. If no, please explain:

55. Did the cashier give you their full attention, rather than speaking with others?

☐ Yes☐ No

56. If any larger items stayed in your cart during checkout, did the cashier walk around the cart to scan those in?

☐ Yes☐ N/A – No large items purchased☐ No

57. Did the cashier remind you to input your digital deals/loyalty?

☐ Yes☐ No

58. If you don't have digital deals, did the cashier provide additional information about it?

☐ Yes☐ N/A – already a member☐ No

59. Was a bagger present in your lane?

☐ Yes☐ No

60. Were you warmly acknowledged by the bagger at any point?

☐ Yes☐ N/A – no bagger present☐ No

61. If no, please explain:

62. Did the bagger give you their full attention, rather than speaking with others?

☐ Yes☐ N/A – no bagger present☐ No

63. Were you offered carry-out service?

☐ Yes☐ N/A – no bagger present☐ No

64. Was your order bagged to your satisfaction?

If you described any bagging preferences, were those requests honored? For example, filling reusable bags as much as possible, bagging lightly so each bag is easier to carry, or bagging a certain item type separately from another item type.

☐ Yes☐ No**65. Were you thanked by the cashier and/or bagger at any point?**☐ Yes☐ No**Overall Comments****66. Provide comments on your overall experience during this visit:**

Provide several sentences describing your visit. If any teammate did not sufficiently answer the question you asked, please explain.

67. Time range for this visit:☐ 10:01am - 12:00pm☐ 12:01pm - 2:00pm☐ 2:01pm - 4:00pm☐ 4:01pm - 6:00pm☐ 6:01pm - 8:00pm**68. Upload the receipt for your purchase:****END OF QUESTIONNAIRE**