



## Trader Joe's Age Verification Assignment Summary and Requirements

### Background

Trader Joe's is a chain of grocery stores specializing in high-quality, unconventional and interesting products. In addition to grocery items, Trader Joe's carries a wide variety local and imported beer, wine and spirits. The chain is interested if their employees are following their ID-check policies when selling their alcoholic items.

### Summary

You will be covertly evaluating your assigned location for ID-check procedures.



This assignment is date sensitive. You must visit on your assigned date.



You must be between 21-27 years old to complete this assignment.



You must have a valid state-issued ID card in the state which you are conducting the shop.



Compensation: \$10.75 Shop Fee and Up To \$4 Merchandise Reimbursement

### Requirements

By accepting this assignment, you are agreeing to complete the following requirements in order to receive compensation for the assignment.

#### **Before the Visit**

1. Read these instructions and review the blank shop form.
2. Note your assigned date (shown on your shop details online). If you need to reschedule, please contact your scheduler or call (866) 870-1251.
3. Do not do anything to disguise your appearance (e.g. no hat or sunglasses). Men should have minimal facial hair (clean shaven preferred).
4. You must conduct this assignment alone. Do not bring children, friends or family into the store with you.

#### **Check-Out**

5. Pick an alcoholic item for check-out. You may purchase whatever you want, however, we will only reimburse up to \$4.
6. Pick any open lane to complete your purchase.
7. When it is your turn to checkout, observe how the cashier handles your purchase. Do NOT prompt the cashier to check ID. Make sure your ID is NOT visible to the cashier.
8. If the cashier asks for ID, present your ID to the cashier.
9. If the cashier does NOT ask for ID, do NOT present your ID to the cashier.
10. Record the name AND description for the CASHIER.
11. Complete the purchase and obtain a receipt.

#### **Phone Call**

12. ONLY if the cashier FAILS to check ID, call the store within 10 minutes of your departure (phone number is located on your receipt).
13. Make sure to remain professional while on the phone.
14. Ask to speak with the Store Captain, First Mate or Person in Charge.

15. Inform the store employee that you are an "Alcohol Sales Coach" with Dynamic Advantage. Tell them their employee did not check ID. Provide the employee's name and item purchased.
16. Ask the phone employee for his/her name and title. Record this information.
17. If the employee asks for your name, give them your shopper number. Do NOT give him/her your name.
18. If the employee has additional questions which you cannot answer, please ask them to call Dynamic Advantage at (866) 870-1251.

#### **After the Visit**

19. Submit your survey online within 12 hours of your visit.
20. Upload your receipt to the survey (you can scan or take clear pictures of it to attach). If you do not have this ability, you may fax it to (818) 238-1257.

#### **Submitting Your Survey Form**

Here is a quick guide to filling out the various items on your survey form:

Time: Enter the time from your receipt

Receipt Number: The 14-digit number found on the bottom of your receipt (e.g. 1234 01 1234 5678).

Register Number: The second set of numbers in the receipt number (e.g. 1234 **01** 1234 5678).

Description: Enter exact estimates. Examples:

- Name: The name you observed from the name tag (not from the receipt). Write "No tag" or "Could not see tag" if applicable.
- Age: 25 (not 20s, 20-30)
- Height: 5'9" (not Medium Height, 5'7"-5'11")
- Weight: 175 lbs (not Medium Build, 150-200 lbs)
- Hair: Male Example: Short blonde hair (not blonde); Female Example: Long brown hair in ponytail (not brown)
- Glasses: Yes or No

Comment Box: Start with your shopper number. Make a brief statement about who you approached, what alcoholic item you purchased and if the cashier checked ID. Examples:

- Pass Example: AB1234, approached John with a bottle of Charles Shaw wine. John asked for ID before completing the purchase.
- Fail Example: AB1234, approached John with a bottle of Charles Shaw wine. John did not ask for ID before completing the transaction.

Items Purchased: List only the alcoholic items. If you purchased non-alcoholic items, write "and miscellaneous items" (e.g. One bottle of Charles Shaw wine and miscellaneous items).

Amount Spent: Write the amount spent for all items, including tax (not just alcohol).

If you have any additional questions, please feel free to contact us

Dynamic Advantage, Inc.  
(866) 870-1251