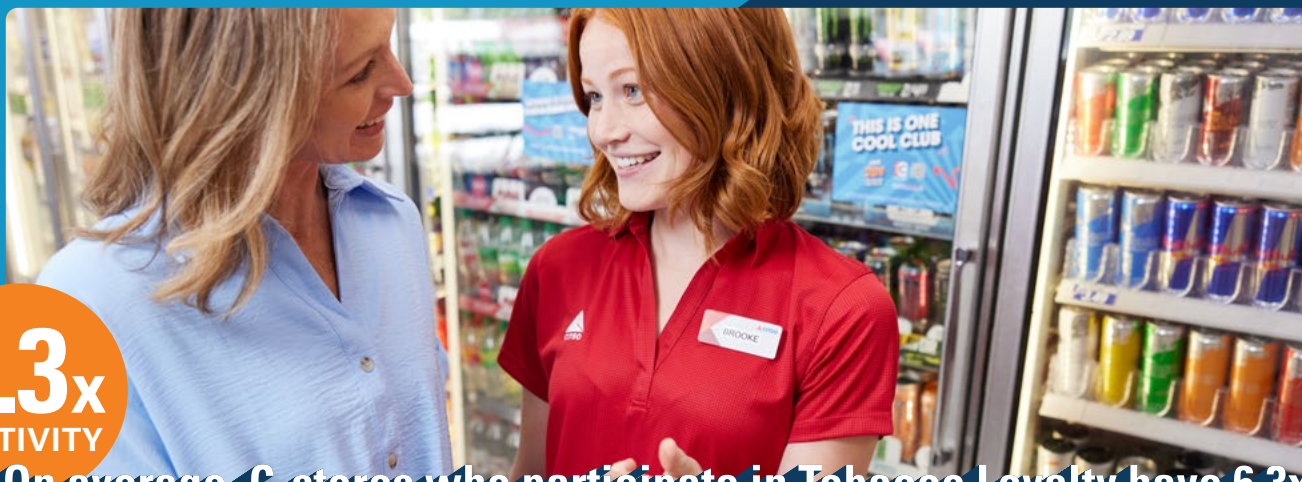




WANT TO ADD TOBACCO LOYALTY TO YOUR STORE?



Club CITGO
MEMBER SAVINGS



6.3x
ACTIVITY

On average, C-stores who participate in Tobacco Loyalty have 6.3x more active members in store.*

*Source: PDI Loyalty Marketing Solutions Q1/Q2 2023.
Results not indicative of a guaranteed increase of business.



KEY BENEFITS:

- Tobacco funding and discounts provided by manufacturers
- Retail prices competitive with major chains
- Increase Club CITGO membership because Tobacco members buy fuel too
- Additional program details myCITGOstore.com

Steps to Enroll:

1. Complete Club CITGO Loyalty Transaction to verify your location is live.
2. Sign Tobacco Loyalty Agreement(s) with Altria and RJR.
3. Make sure you have your 10-digit Club CITGO ID (ends in 77). If you don't know your ID, contact your fuel supplier, or call the CITGO help desk -800-533-3421 Option 2,2,6.
4. Sign up for PDI Tobacco Scan Data Services

Program Cost:

**Club CITGO Tobacco Loyalty
\$49/mo**

- Includes Scan Data, Multipack Discounts and Loyalty Fund discounts.
- Add C-Store Essentials Back Office System (CSE) for an additional \$40/mo.

Geographic: New York and New Jersey sites are not eligible to participate in tobacco loyalty due to state restrictions. Programs and discounts may not be available in all states.



SCAN OR CLICK
HERE TO SIGN UP
FOR THE PROGRAM





Scan Data**

Retailers share their tobacco scan data in exchange for a buy-price rebate on cigarettes and tobacco.



Loyalty Fund Discounts**

The most lucrative offer, specifically for Club CITGO loyalty members. Retailers offer an additional stackable discount giving members the best price on tobacco products.



Multipack Discounts**

Available funds to allow customers an everyday discount for buying multiple tobacco products with Altria and RJ Reynolds.



CSE Back Office

Provides the tools to stay in the know and better control daily operations, while increasing value and profitability.

**Participation in tobacco programs requires a signed agreement with Altria and RJ Reynolds.

How It Works

1

At checkout, when tobacco purchases are being scanned, data is being collected.



2

A report is created from the tobacco scan data including product description, regular sell price, and discount applied.



3

The tobacco scan data report is submitted to the tobacco manufacturer for review.



4

In exchange for the scan data report, the tobacco manufacturer disperse rebates back to the store operator.



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