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The Cenex® Retail Excellence Daily (RED) Mystery Shop Program will consist of one main shop round per year, with a second round only for sites that either scored below the passing threshold of 88% and/or failed a crucial question, formerly known as a Cenex brand image question.

The main shop round will run May 13 to August 16. Going forward, this initial shop will always be scheduled to start in mid-May.

Sites that score 88% or higher and pass all crucial questions, will not require another evaluation until Spring 2020.

Sites that score below 88% and/or fail any crucial question will require a second assessment to confirm remediation of all failed elements.

Any site that scores below an 88% on the second assessment will be considered to have a consecutive fail and will receive a failure fee.

Please note that this second assessment will be the exact same evaluation; all sites will be re-shopped starting September 16 through November 15. Results will be shared and posted to the website immediately.

Consecutive failures will result in enforcement of contractual rights to ensure compliance with Cenex Retail Image Brand Standards. Enforcement may include, but is not limited to:

• $250.00 fine for two consecutive fails.
• $500.00 fine for three or more consecutive fails.
• Termination of the Branded Petroleum Marketers Agreement (BPMA).

After the second assessment, it is important that all failed crucial questions are resolved and communicated promptly with your Cenex Representative.

Any site(s) that scores a perfect 100% in the main shop round will receive the honor of Cenex STAR Store and will receive a free marketing kit. Each kit includes:

• A letter to educate the store staff about this honor.
• Several pump toppers to put on display to educate customers of the perfect score.
• A CenexShop.com gift voucher to reward employees through branded gifts.
Mystery Shoppers Are on the Way. Is Your Store Prepared?

Step 1: Prepare Your Store
CHS contracts with an independent shopping firm to evaluate Cenex® branded retailers twice a year, with the goal of helping you better position yourself against the competition.

Scored Categories
- Landscape and lot
- Fueling island/main ID sign
- Fueling dispensers
- Customer service experience
- Building
- Canopy
- In-store
- Restrooms

By giving our valued retailers, like you, a detailed snapshot of these critical areas, CHS is working with you to improve your business and strengthen the power of the Cenex brand. If you need help or have any questions along the way, contact your Cenex Representative.

Step 2: Access Evaluation Results
There are two convenient ways to access your mystery shop evaluation results, both are mobile friendly:

Email Attachment
Within 72 hours of shop completion, an email containing the evaluation results will be sent to the provided email address(es). Simply open the email and double click on the PDF attachment to review the results.

Website: mymysteryshopresults.com
You can also access your site(s) evaluation results at mymysteryshopresults.com. Enter your email address and your password to log in. Results can be found by clicking on the Evaluations icon at the top of the screen.

Step 3: View Results/Take Action If Needed
When viewing the evaluation results, you will first find two summary charts calling out the site’s overall score as well as a breakdown showing how the site performed by section. Below the summary charts is a more detailed view of the evaluation at the question level.

Corrective Action
When a site fails a brand image question, the following message will be displayed in a yellow box on the evaluation:

By failing this question, you are in breach of Cenex Retail Image Brand Standards. It is important that you resolve this issue immediately. Once resolved, please notify your Cenex District Manager so all required documentation can be completed on your behalf.

It is important to note that these infraction(s) must be remedied. Please provide documentation to your Cenex Representative showing the infraction has been fixed. Completing the corrective action process will not award points back to the question. Failure to complete corrective actions may result in termination of the BPMA between CHS and your company, in accordance with the provisions of the Petroleum Marketing Practices Act.

Appeals
In the event of shopper error, an appeal can be submitted for the incorrectly scored question. To submit an appeal, please click the Request for Action icon at the top of the evaluation results and follow the instructions on the page.

Please note, the icon link to file an appeal will be available the entire shopping round plus 30 days. Upon appeal review, should it be determined that the shopper scored the question in error, points will be awarded back for that question.

Step 4: Keep Up the Good Work!
After your mystery shop has ended, it doesn’t stop there! Keep inspecting your store on a regular basis and watch for areas that may need improvement. Always remember to provide your customers with a satisfying c-store experience by making sure your store image stays professional and up to date.
CENEX SHOP: WHAT YOU NEED TO KNOW

To adopt new customers and maintain loyal ones, it’s essential to provide your customers with a satisfying c-store experience. It all starts by making sure your image is professional and up-to-date. Cenex Shop at cenexshop.com is your one-stop online destination for current Cenex assets to keep your advertising, store and products enticing and relevant.

Website: cenexshop.com

Cenex Shop offers approved uniforms and name badges, credit card applications, and gift cards all conveniently located under the C-Store category. Keep in mind, these items qualify for Retail Ad Share reimbursement.

GETTING STARTED

1. Visit cenexshop.com. Immediately begin shopping for your advertising and promotional items without the hassle of having to log in before browsing.

2. Check out, and create an account. Once all your items are added to the Shopping Cart, you will need to log in to your account to complete the ordering process. Don’t have a Cenex Shop account? No problem, it is easy to create your own account and will only take a couple minutes! And, don’t forget to record your username and password for future reference.

3. Have questions? If you need help, view the FAQs located at the top of cenexshop.com, or contact your Cenex Representative.
SECTION 1: LANDSCAPE AND LOT
Was the lot, including ingress/egress as well as the area under the canopy paved (in concrete or asphalt) and in good condition?

☐ Yes. All standards were met.
☐ Ingress/egress areas (if paved) had large cracks or potholes.
☐ Area under the canopy not paved in concrete or asphalt.
☐ The paved areas contained excessive stains, potholes or cracks large enough to present a tripping hazard for customers.

**EXEMPLARY PHOTOS**

**COMPLIANT**

![Compliant Example](image1)

**NON-COMPLIANT**

![Non-Compliant Example 1](image2)

- Tripping hazard
- Pothole
- Excessive cracks

![Non-Compliant Example 2](image3)

- Excessive spills or stains
- Ingress or egress not paved in concrete or asphalt
SECTION 2: FUELING ISLAND / MAIN ID SIGN

Were all Cenex logos clean and well-maintained?

☐ Yes. All standards were met.
☐ The Main ID sign had a Cenex logo that was not clean or well-maintained.
☐ The canopy had a Cenex logo that was not clean or well-maintained.
☐ The building had a Cenex logo that was not clean or well-maintained.
☐ Secondary ID sign (possibly a hi-rise) had a Cenex logo that was not clean or well-maintained.

EXAMPLES

COMPLIANT

NON-COMPLIANT

Faded logo
Were the fueling island curbs clean, in good condition and the correct color?

☐ YES. All standards were met.

☐ Curbs not the correct color (SW Haze Gray). Does not apply to stainless steel or unpainted curbs.

☐ Curbs were damaged, chipped, scuffed, had peeling paint or rust was present.

☐ Curbs were excessively dirty and/or had more than minimal old oil build-up.

COMPLIANT

Natural concrete Painted correct color Stainless steel

NON-COMPLIANT

Chipped, scuffed, peeling paint Excessive rust Excessive dirt
SECTION 2: FUELING ISLAND / MAIN ID SIGN

Were the fueling island bollards clean, in good condition and the correct color?

☐ YES. All standards were met.
☐ Bollards were damaged, chipped, scuffed, had peeling paint or rust was present.
☐ One or more bollards were broken or excessively damaged.
☐ Bollards were not free of promotional, offer-based signage.

EXAMPLES

COMPLIANT

Painted consistent red  Painted consistent red  Stainless steel

NON-COMPLIANT

Damaged  Incorrect color  Chipped, scuffed, peeling paint

Rusty, chipped
Was a usable trash container available at each fueling island?

☐ YES. All standards were met.
☐ There was not at least one trash container available.
☐ The trash container was excessively dirty.
☐ There was graffiti on the trash container.
☐ The trash container was overflowing.

EXAMPLES

COMPLIANT

NON-COMPLIANT

Dirty

Overflowing
Were usable windshield service units available to each fueling island?

☐ YES. All standards were met.

☐ There was no windshield wash liquid, squeegee in usable condition, or paper towels available.

☐ The exterior of the windshield service unit was excessively dirty or damaged.

☐ If Cenex logo was present, it was excessively damaged or faded.

☐ There was not at least one windshield service unit available at each island.

EXAMPLES

COMPLIANT

NON-COMPLIANT

Faded logo

No paper towels or squeegee

Unit damaged

Unit dirty
Does the fuel pricing (can be located anywhere on the site) meet all image standards?

☐ YES. All standards were met.
☐ Gasoline price/product panels were not red with white lettering.
☐ Diesel price/product panels were not red or green with white lettering.
☐ Alternative fuel price product panels were not blue or red with white lettering.
☐ At least one grade of gasoline was not posted at the top of all fuel grades.
☐ E-85 logo was present.
☐ Product and/or price inserts were damaged, missing, broken, disorganized, and/or contained unapproved Cenex graphics.
☐ Prices on LED are burnt out and/or not readable.
☐ No gasoline pricing present (diesel or alternative fuel pricing only).
☐ No pricing present.
☐ Pricing present on metal flip sign.

COMPLIANT

Monument
Double pole
Single pole

NON-COMPLIANT

No gas prices present
Diesel product panel not red or green
Metal flip price sign
E-85 logo present
SECTION 2: FUELING ISLAND / MAIN ID SIGN

Does the MID meet all image standards?

☐ YES. All standards were met.

☐ The MID was not painted the correct color. The correct color is SW Haze Gray.
☐ The Cenex logo was not at the top most point on the pole sign.
☐ The Cenex logo was not on the left or right of the price panels on a monument sign.
☐ The Main ID Sign was excessively damaged, had peeling paint or rust present.
☐ Main ID was not free of temporary advertising signage.
☐ Reader board was missing letters or numbers.

COMPLIANT

EXAMPLES

Monument  Double pole  Single pole  High rise

NON-COMPLIANT

Cenex logo not at top  Temporary signage  Rust, peeling paint

Damaged  Product/Price inserts were missing, damaged, broken or disorganized

The photos provided are for example purposes only and do not cover every possible instance. Please use your best judgment to ensure your site is in compliance with Cenex® Retail Image Brand Standards.
SECTION 3: FUELING DISPENSERS
Did the location have at least the minimum number of grades of gasoline marked with octane stickers per brand standards?

☐ Yes.
☐ No.

☑️ COMPLIANT

Examples of various Ethanol decals:

Examples of various decals indicating Clear fuels:

TOP TIER decals near octane stickers
87 and 89
87 and 91

☒ NON-COMPLIANT

87 only
Both 87 (same product)
Were all gas dispensers in good condition and showing current and properly displayed graphics? This question relates to any red Cenex dispensers, whether it is gas only, gas and diesel or gas and alternative fuels.

☐ YES. All standards were met.
☐ There was unauthorized or handwritten signs/decals on dispensers.
☐ One or more dispensers were damaged or excessively dirty.
☐ The dispenser was missing an approved pump number, or an octane/product identification decal.
☐ The dispenser was missing a Cenex logo or the valence and/or skirt were not the correct graphics.
☐ Dispenser nozzle(s) were the incorrect color. (Gas nozzle covers must be black.)
☐ The dispenser contained unapproved Cenex graphics.

COMPLIANT

A. Valance – A valance is required on all multi-product dispensers (MPD). The Cenex logo will be placed on the side with the white, the other end will be red with a blue arc on white.
B. Pump Skirt – The Cenex logo and TOP TIER™ Detegent Gasoline is the only graphic on the dispenser doors (skirt) and must appear only in the white section.
C. Nozzles – All gasoline nozzle scuff guards must be black. All diesel scuff guards must be green or red. All alternate fuel nozzle scuff guards must be yellow.
D. Octane Stickers – Appropriate octane stickers are required for all gasoline products.
E. Pump Number – Red with white numerals is always required.

NON-COMPLIANT

No Cenex logo on valance or door (skirt) No Cenex branding on pump Unapproved graphics Unapproved gas valance and/or skirt Unauthorized signs on dispenser
Were all the diesel-dedicated dispensers showing current and properly displayed graphics? This question relates to any green or green and gray Cenex dispensers.

☐ YES. All standards were met.
☐ There was unauthorized or handwritten signs/decals on dispensers.
☐ One or more dispensers were damaged, or excessively dirty.
☐ The dispenser was missing an approved pump number or product ID decal.
☐ Dispenser nozzle(s) were the incorrect color. (Diesel nozzle covers must be red or green.)
☐ The dispenser was missing a Cenex logo or the valances and/or skirt were not the correct graphics.

☐ COMPLIANT
A. Valance – A valance is required on all multi-product dispensers (MPD). The Cenex logo will be placed on the side with the gray, the other end will be green with word DIESEL.
B. Pump Skirt – The Cenex logo and Diesel is the only graphic on the dispenser doors (skirt) and must appear only in the gray section.
C. Nozzles – All diesel scuff guards must be green or red.
D. Pump Number – Red with white numerals is always required.

☒ NON-COMPLIANT
Unapproved diesel valance
Mismatching graphics (valance/door)
Valance/door not aligned
Not green and no diesel graphics

The photos provided are for example purposes only and do not cover every possible instance. Please use your best judgment to ensure your site is in compliance with Cenex® Retail Image Brand Standards.
Were all the alternative dedicated fuel dispensers in good condition and showing current and properly displayed graphics? This question relates only to dispensers that dispense ONLY alternative fuels.

☑ YES. All standards were met.
☐ The dispenser was not white in color or displayed unapproved Cenex graphics.
☐ A yellow-orange ‘Stop Not Gasoline’ sticker is not present on the dispenser.
☐ The dispenser did not display the white ‘E-85’ or ‘Flex Fuel’ logo decal and/or the appropriate blend rate decal.
☐ Nozzle cover was not the correct color. Flex Fuels and/or nozzle covers must be yellow. Kerosene nozzles should be red.
☐ There was unauthorized or handwritten signs on the dispenser.
☐ One or more dispensers were damaged or excessively dirty.

COMPLIANT
A. Valance – Overall pump color is white. No Cenex logo present on pump. Should have the E-85 sticker in middle of valance.
B. Pump Skirt – The E-85 OR Flex Fuel logo is the only graphic that should be on the doors (skirt). The logo on the doors (skirt) should be in alignment with the logo on the valance.
C. Nozzles – E-85 nozzle will be yellow with E-85 insert.
D. Product Identification – The products available are clearly labeled and easily identifiable as alternative fuels.
E. STOP sticker – A yellow “Stop Not Gasoline” sticker must be present on the dispenser.
F. Pump Number – Red with white numerals is always required.

NON-COMPLIANT
E-85 on valance, not on skirt
No “STOP! Not Gas” sticker present
SECTION 3: FUELING DISPENSERS

Were all dispensers functional? No more than two nozzles may be out of order.

☐ YES. All standards were met.
☐ More than two nozzles were out of order.
☐ One or more nozzles were out of order but were not properly bagged.

EXAMPLES

✅ COMPLIANT

Unapproved bag
SECTION 4: BUILDING
SECTION 4: BUILDING

Was the building exterior clean and free of visible damage?

☐ YES. All standards were met.

☐ The building fascia was damaged or extremely dirty.

☐ The building exterior had obvious damage (i.e. graffiti, fading, etc.).

☐ The signs on the building exterior or windows were damaged, excessively dirty or faded.

☐ There were handwritten signs on the building exterior, windows or doors.

☐ The building displayed Cenex signage but was not a Cenex Convenience Store or a Cenex Zip Trip location.

EXAMPLES

COMPLIANT

NON-COMPLIANT

Obvious damage

Graffiti

Handwritten sign

Dirty exterior

Sign damaged
SECTION 5: CANOPY
Did all canopy lights appear operational with no signs of damage or dirt?

☐ YES. All standards were met.
☐ At least one or more lights were or appear to be burnt out/not working.
☐ At least one light was dirty, cracked or damaged.

☑ COMPLIANT

☒ NON-COMPLIANT

Lights dirty, cracked or damaged
Were the canopy columns well-maintained while meeting image standards?

☐ YES. All standards were met.
☐ The canopy columns were excessively dirty or damaged (i.e. rust, dents or chipped/peeling paint).
☐ The canopy columns were not the correct color (SW Galvano Gray).
☐ The canopy columns displayed promotional, offer-based signage.

**COMPLIANT**

Painted with flag  
Brick column  
Correct colors  
Decorative column

**NON-COMPLIANT**

Excessive rust  
Peeling paint  
Excessive rust  
Wrong color  
Dents

The photos provided are for example purposes only and do not cover every possible instance. Please use your best judgment to ensure your site is in compliance with Cenex® Retail Image Brand Standards.
Was the canopy fascia well-maintained and free of damage?

☐ YES. All standards were met.
☐ Canopy fascia was excessively dirty or had damage.
☐ Canopy fascia panels were missing or were faded.
☐ Canopy fascia was not free of advertising signage.

EXAMPLES

COMPLIANT

NON-COMPLIANT

Damaged

Fading
Was the canopy under decking well-maintained and free of damage?

- YES. All standards were met.
- Canopy under decking was excessively dirty.
- Canopy under decking was damaged, and/or had chipped, scuffed, or peeling paint.
- Canopy under decking was excessively rusty.

**EXAMPLES**

**COMPLIANT**

![Compliant Example](image1)

**NON-COMPLIANT**

![Non-Compliant Example](image2)
Did at least one canopy have two or more Cenex logos and display compliant brand fascia?

☐ YES.
☐ No.

Sections 5: Canopy

Points 5

Examples

Compliant

NON-COMPLIANT

One Cenex logo
In-store questions are for informational purposes only. Point values are noted next to each question below.

1. (0) Were the ceiling components (paint, tiles, vents, etc.) clean and in good condition with all the lights working?

2. (3) Were the floors and aisles unobstructed and free of hazards?

3. (0) Were the interior food areas, including coffee, fountain and deli areas clean, stocked and functional?

4. (0) Was the location free of drug paraphernalia for sale and/or sexually explicit materials present in plain view?

5. (0) Were the shelves properly stocked, clean, in good repair and clearly priced?

6. (0) Were the coolers properly stocked, clean and in good repair?
SECTION 7: CUSTOMER SERVICE

3 POINTS 3

Were all employees easily identifiable with a professional appearance? (Apparel can be Cenex logoed, or proprietary store logoed.)

☐ YES. All standards were met.
☐ Employees were not easily identifiable with a name tag or branded uniform.
☐ Employees not well-groomed.

EXAMPLES

☐ COMPLIANT

Compliant images are a representation of Cenex branded uniforms available on CenexShop.com
Did the employee(s) behave professionally and with courtesy during your visit including greeting and thanking you?

- [ ] YES. All standards were met.
- [ ] The employee did not make eye contact with me.
- [ ] The employee did not greet me.
- [ ] The employee did not offer me a farewell.
- [ ] The employee did not thank me.
- [ ] The employee was talking with another associate during the transaction.
- [ ] One or more employees were rude or unprofessional to another customer.
Was the restroom in good condition?

☐ YES. All standards were met.
☐ The sink fixtures were not working or excessively damaged.
☐ The toilet or urinal was damaged or out of order.
☐ The toilet paper dispenser was damaged or not working.
☐ The towel dispenser and/or hand dryer was damaged or not working.
☐ The soap dispenser was damaged or not working.
☐ The light fixtures were broken or a light bulb was not working/missing.
☐ Restroom was out of order.

EXAMPLES

✅ COMPLIANT

☐ NON-COMPLIANT

Urinal out of order

Sink damaged
Was the restroom clean and stocked?

☐ YES. All standards were met.
☐ There was graffiti in the restroom.
☐ The restroom floor was dirty/stained.
☐ There was excessive amounts of trash/paper on the floor.
☐ The restroom mirror was dirty, cracked or damaged.
☐ The toilet or urinal was dirty.
☐ The sink and/or countertop was dirty.
☐ The trash can was overflowing or dirty.
☐ The walls were dirty or stained.
☐ The restroom presented a lasting foul or offensive odor.
☐ Toilet paper, paper towels and/or soap was not available.

☑ COMPLIANT

☐ NON-COMPLIANT

Trash overflowing

Dirty sink

Floor dirty