

## Love Your Produce Manager™

Schnucks & Frieda's  
April 2012

### Frequently Asked Questions

Questions about voting or entering the sweepstakes? Read below. If you still have questions, call Frieda's at **800-241-1771** or email [mail@friedas.com](mailto:mail@friedas.com)

#### **Q. How do I vote?**

A. Look for the special keyword on the "Love Your Produce Manager" sign in your store's produce department. (It will begin with PM, followed by three numbers. These numbers are actually the Schnucks store number!)

Text the following to 22333:

- PM followed by the 3-digit store number (no space between PM and the store number)
- Type a space
- Type your 10-digit phone number (include area code. Dashes are OK.)
- Send the message.
- You should receive a confirmation text message that your vote and entry was received.
- *Example: PM123 7148266100*

#### **Q. Can I vote more than once?**

A. You can only vote for your favorite produce manager one time with your cell phone. If you have another cell phone, you can vote again. The polling system only allows one cell entry per poll.

#### **Q. My text vote isn't working!**

A. Are you placing the letters "PM" in front of the keyword without spaces, and are you placing a space after the keyword and then entering your cell phone number?

#### **Q. Is the text message free?**

A. No – standard rates apply. It costs whatever you normally pay for a text message. Some plans have unlimited texts, some may charge a few cents each. Contact your cell phone provider.

**Q. Why do I have to enter my phone number to win?**

A. The phone number is the only way we have to contact you for the gift card drawing. If you don't enter a valid number, and we draw your name, you won't be able to win!

**Q. Will you use my number for telemarketing purposes?**

A. Absolutely not. After the contest, all entrant data will be deleted.

**Q. Who is my produce manager? I've never seen him/her.**

A. Most produce managers work early morning hours during the weekdays – when the produce shipments come in. If you have a chance to stop in the store during these times, you will likely see your produce manager hard at work stocking the fruit and veggie displays. Be sure to say “hi!”

**Q. I work for Schnuck Markets Inc. Am I eligible to win the \$500 gift card?**

A. No. Employees of the Sponsor; members of their households and members of their immediate families (spouses, children, siblings and parents), are all ineligible to participate in the Sweepstakes. Please see official rules, here: <http://www.friedas.com/wp-content/uploads/2012/03/LYPMOfficialRules.pdf>

**Q. When is the winner announced?**

A. We will notify the winner via the phone number entered on or around May 18, 2012.

**Q. Who is Frieda?**

Frieda is the founder of Frieda's Specialty Produce, the company that introduced Kiwifruit to America 50 years ago. Frieda Caplan was the first woman to own a produce company in the United States. Today, the company is run by her two daughters. Learn more about this unique family-owned company here: <http://www.friedas.com/our-story/>

**Q. What are the official rules?**

A. Please follow this link to read the official rules:

<http://www.friedas.com/wp-content/uploads/2012/03/LYPMOfficialRules.pdf>