



2024 Cenex® Retail Marketing & Operations Guide



Programs • Education • Resources





TABLE OF CONTENTS

SECTION 1: MARKETING SUPPORT

BRAND	7
Cenex® Hub	7
Powered Locally® Campaign	8
Local Store Marketing Guide	8
Social Media	9
AD SHARE	10
Retail Ad Share: Overview	10
Ad Share: How It Works	11
Site Image & Maintenance	12-13
Advertising	14
Other	14
CENEX SHOP	15
Cenex Shop: What You Need To Know	15
Billboards	16
Half Billboards	17
Highway Signs	18
Print & Radio Advertising	19
Direct Mail	19
Cenex® Uniforms & Event Materials	20
Cenex® TOP TIER™ Detergent Gasoline	21
Cenex® Premium Diesel Fuels	21

SECTION 2: PAYMENT RESOURCES

CHS Payment Solutions	25
CARDS	26
Cenex® Voyager® Fleet Card	26
Bass Pro Shops® and Cabela's® CLUB Mastercard	27
Cenex® Gift Cards	28
ANCILLARY PRODUCTS	29
POS Check	29
BUSINESS/FINANCIAL SERVICES	29
DTN Credit Card Settlement Data	29
Merchant Services Online Access (MSOA)	29

SECTION 3: PAYMENT/DISPENSING EQUIPMENT

POINT-OF-SALE (POS)	33
Point-of-Sale Systems	33
DISPENSERS	34
Dispenser Requirements	34
Technology Rebates	34
Outdoor EMV Building Blocks	35
Dispenser Technology	35
Dispenser Connectivity	36
Want to Go Wireless?	36
SECURITY & COMPLIANCE	37
POS Protect +	37

SECTION 4: RETAIL IMAGE & MAINTENANCE

SUPPORT	41
Image Sales	41
Image Installation	42
Image Maintenance Plans	42
PRICE SIGNS & CANOPIES	43
Price Signs	43
Canopies	43
COMPLIANCE	44
Retail Excellence Daily (RED) Mystery Shop Program ..	44

SECTION 5: OPERATIONS/EDUCATION

About CHS Retail Solutions	47
CHS Retail Business Specialists	47
Operational Assessment	48
5-Star Feasibility Study	48
C-Store Operations Online Training	48
Food Safety Training Program	48
CENEXPO	49
Preferred Vendor Program	49
Online Employee Training	50

SECTION 6: RESOURCES

Cenex Hub	53
<i>In The Know</i> E-Newsletter	53
FAQs	54
QUICK REFERENCE GUIDE	54
INDEX	55



SECTION 1: MARKETING SUPPORT

BRAND

- CENEX® HUB
- POWERED LOCALLY® CAMPAIGN
- LOCAL STORE MARKETING GUIDE
- SOCIAL MEDIA

AD SHARE

- RETAIL AD SHARE: OVERVIEW
- AD SHARE: HOW IT WORKS
- SITE IMAGE & MAINTENANCE
- ADVERTISING
- OTHER

CENEX SHOP

- CENEX SHOP: WHAT YOU NEED TO KNOW
- BILLBOARDS
- HALF BILLBOARDS
- HIGHWAY SIGNS
- RADIO & PRINT ADVERTISING
- DIRECT MAIL
- CENEX® UNIFORMS & EVENT MATERIALS
- CENEX® TOP TIER™ DETERGENT GASOLINE
- CENEX® PREMIUM DIESEL FUELS



Questions? Contact your Cenex Representative or visit cenexhub.com.

CENEX® HUB

Cenex Hub is an all-in-one website that makes it easy to access everything you need to build your business and the Cenex brand.

Cenex Hub connects you to branded tools and resources, including:

- Access to marketing, brand and product support
- Information about the LIFT initiative, which brings a modern and bright look to stores through the Halo image update
- RED Inspection program guidelines and updates
- Retail and Product Ad Share Program information
- Access to employee and product training
- Preferred vendor resources to support your retail business
- And much more!

If you have questions about Cenex Hub or branded products and programs, please reach out to your Cenex Representative, use the **Contact Us** feature at the Cenex Hub, or email us at cenexhub@chsinc.com.

ACCESSING THE HUB

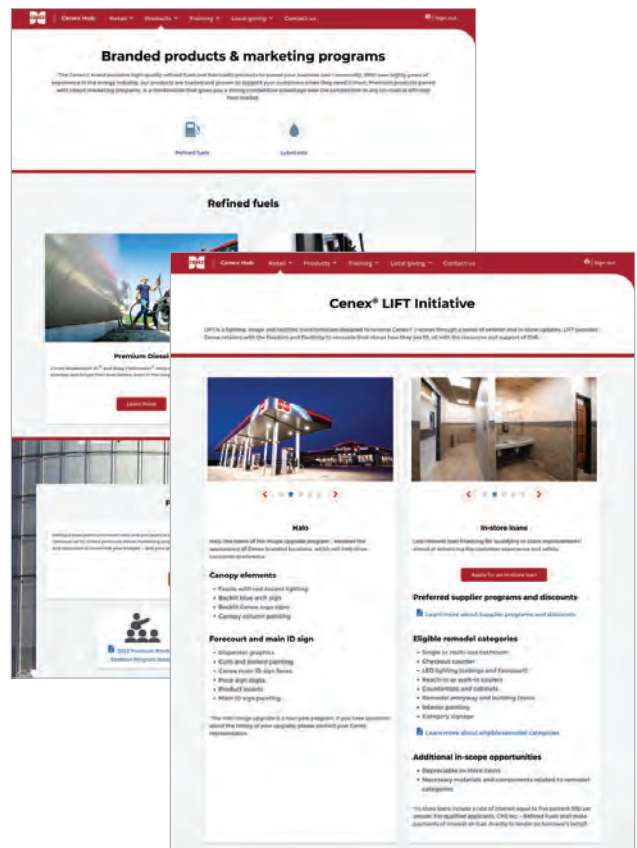
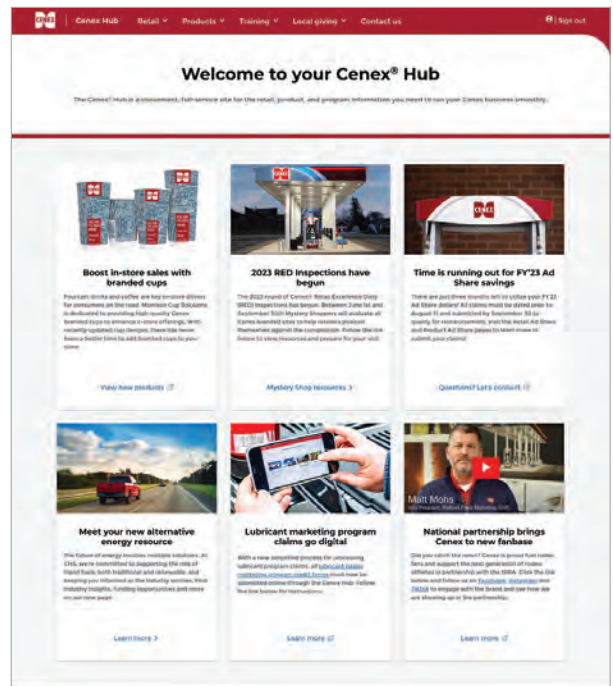
Current MyCHS users can use existing credentials to log in to the Cenex Hub. There is no need to register for a new account. Users without a MyCHS account can register on cenexhub.com.

NOT REGISTERED?

If you don't have chsportal.com credentials, visit cenexhub.com to register. Click **Register for an Account**, enter some quick information, and you'll receive an email with further registration instructions, giving you access to the password-protected information on the site.



Scan with your smartphone to register for Cenex Hub.



POWERED LOCALLY® CAMPAIGN

Cenex® is powered by the local communities we call home. We've built our success in these communities through sincerity and trustworthiness. The Cenex Powered Locally brand campaign focuses on our neighbors and the communities we serve. This campaign celebrates the uniqueness of your business and capitalizes on the strength of the Cenex brand.

The Cenex Powered Locally campaign is promoted throughout the country via TV, radio and online advertising. As a Cenex retailer, we look to you to promote the Powered Locally campaign in your store and in your community. Together, we can increase customer awareness of the Cenex brand and strengthen our ties to the people that make up our communities.

To bring this campaign to life in your community, you can find a full assortment of customizable materials that fit your business at cenexshop.com.

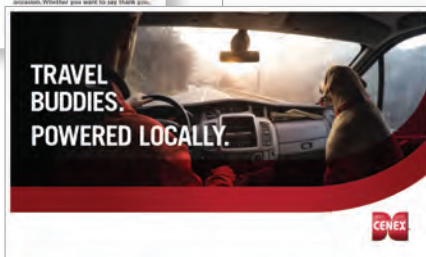
LOCAL STORE MARKETING GUIDE

Local store marketing boosts store traffic, increases sales and improves customer loyalty, all while capitalizing on the power of the Cenex brand.

The Local Store Marketing guide is available on cenexhub.com. This guide helps you get in tune with your customers and community by:

- Building brand awareness to strengthen your store's image within the community
- Teaching you how to increase existing customer loyalty
- Helping draw new customers to your store

Visit cenexhub.com to read more about how you can use local store marketing to strengthen your store.



SOCIAL MEDIA

PROMOTE RESPONSIBLY

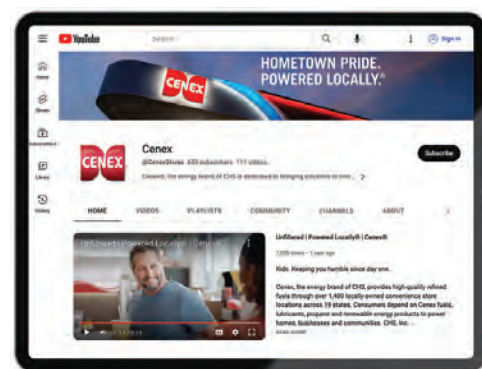
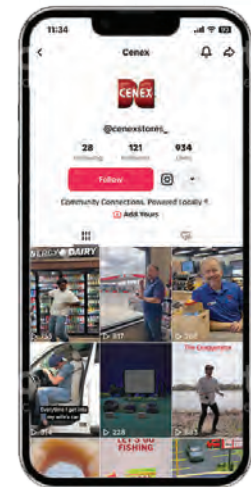
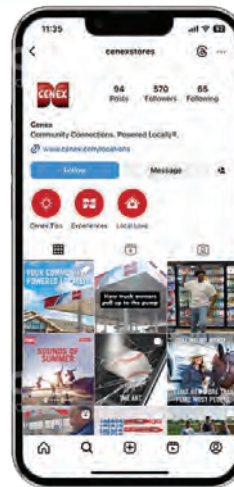
Social media platforms allow us to connect with prospects, engage with current customers and share our company culture with the broader community. We celebrate that our locally-owned stores are active participants in these online spaces and we understand the immense potential that lies within these digital interactions. Therefore, if you are posting content on a social media site, please remember:

- Respect the CHS Social Media Guidelines found on the Retail Marketing and Brand support page on **cenexhub.com** — they are designed to protect the integrity of the CHS and Cenex brand
- Follow Cenex logo usage guidelines
- Develop your own social media policy for your staff

Remember, social media is open to the public; content is designed to be fresh, relevant and show the Cenex brand in a positive light for the consumer audience.

LEVERAGE THE POWER OF THE CENEX® BRAND

As a Cenex® branded marketer, you have a diverse selection of social media platforms to help you build store traffic, recruit and retain talent, strengthen community support and reward your most loyal customers. Running your own social media pages can be time-consuming and difficult, which is why Cenex can now be found on all major social media platforms! Follow us for content inspiration and re-post to your co-op and local Cenex social media accounts. Our content will include fuel tips, convenience store hacks, giveaways and more to help give you a leg up in the social media space.



RETAIL AD SHARE: OVERVIEW

The Cenex Ad Share Program helps you increase profits. The program provides reimbursement for approved local advertising and marketing efforts. The Ad Share Program also covers certain site image and maintenance items. *Funds not used during the current year will not be carried over for use in the next fiscal year.*

C-STORE ELIGIBILITY

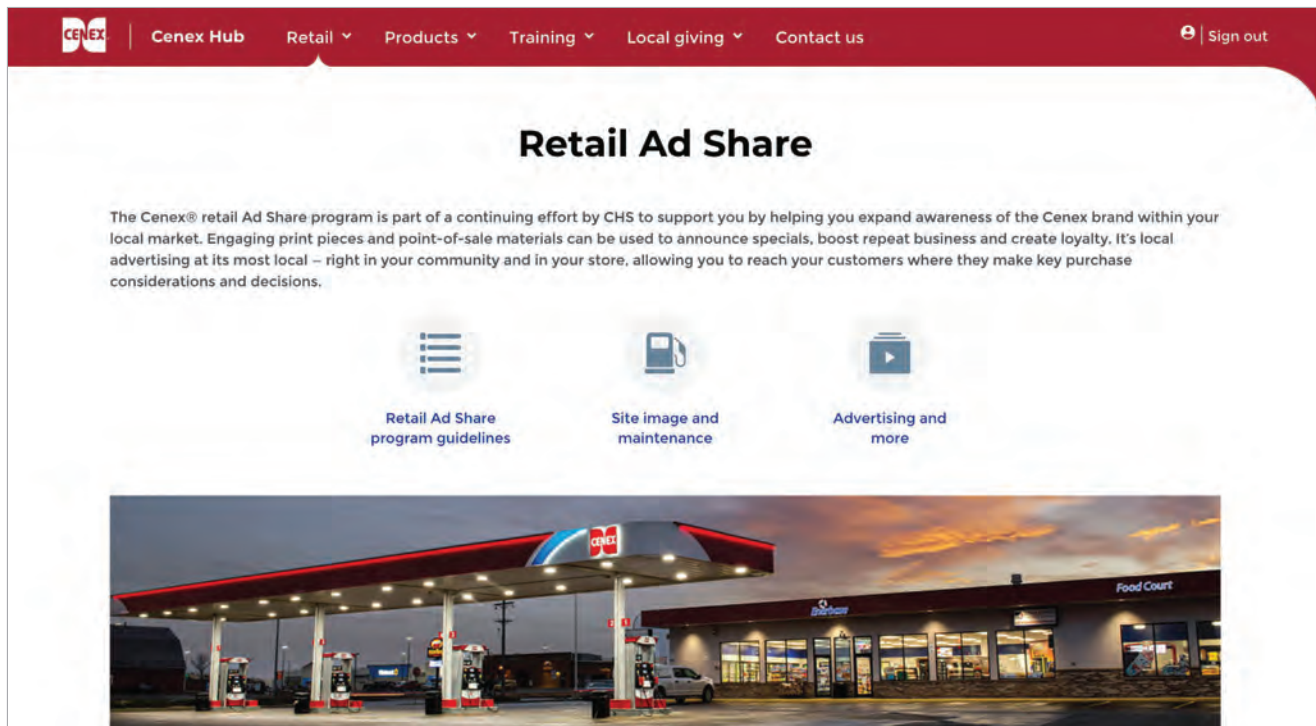
All Cenex-branded marketers with a current Branded Petroleum Marketer Agreement (BPMA) and who meet retail image standards are eligible for the Ad Share Program. Retail image standards will be assessed once a year during Retail Excellence Daily (RED) evaluations. Cenex locations that do not consistently meet retail image standards may be denied Ad Share funding until the necessary image corrections are made.

AD SHARE BALANCES

Current Cenex Ad Share funds can be found on the Retail and/or Product Ad Share pages on cenexhub.com. Customers without access to this information on cenexhub.com should contact their Cenex Representative or cenexadshare@chsinc.com.

ADDITIONAL INFORMATION

- In cases where customized pieces outside of our pre-approved templates are required, the Cenex logo must be in the prominent position and Cenex brand standards must be followed. All proofs need to be approved by the Retail Marketing team prior to production. Email cenexadshare@chsinc.com for approvals.
- Qualifying maintenance expenses on all image-related items must be compliant with current Cenex Retail Image Standards and be purchased through an approved vendor.
- Professional labor and installation of eligible materials qualifies for Ad Share funding.
- Specific items detailed in alternate CHS image-related programs and/or rebates may not qualify for Ad Share reimbursement.
- CHS Refined Fuels Marketing reserves the right to deny Ad Share reimbursement based on each individual claim.
- If you have questions about the Ad Share Program, contact your Cenex Representative or email cenexadshare@chsinc.com.



AD SHARE: HOW IT WORKS

1. ACCRUE FUNDS THROUGH FUEL PURCHASES.

Funds are allocated for each gallon of Cenex gasoline or Premium Diesel fuel purchased from CHS during the previous fiscal year (from September 1 to August 31), up to the maximum committed amount listed in Exhibit A-1/A-2 of your Branded Petroleum Marketer Agreement (BPMA). Gas volumes determine Retail Ad Share fund allocations, while Premium Diesel volumes determine allocations for Premium Diesel Ad Share funds. You earn \$0.001 in Ad Share for every gallon you purchase during the fiscal year and can use the money toward approved Cenex-branded advertising.

2. PURCHASE YOUR MARKETING MATERIALS.

See pages 12-14 for a full list of eligible and ineligible items. Remember: Any marketing template pulled from Cenex Shop automatically qualifies for Ad Share reimbursement. If you're not sure what qualifies, seek approval before investing in your marketing program. Questions and requests for approval may be sent to cenexadshare@chsinc.com.

3. RECEIVE A REIMBURSEMENT.

To receive a reimbursement for eligible Ad Share marketing, fill out the Ad Share Claim Form on cenexhub.com or download the form from cenexhub.com and email the completed form to cenexadshare@chsinc.com. Claims can be submitted at any time throughout the year, but invoices must be dated by August 31, and submitted by September 30 to qualify for current FY reimbursement. Once a claim is approved, Ad Share funds will be dispersed in the form of a credit to the parent account.* Please note funds cannot be reimbursed at the store level.

*Subject to the availability of annual funds.

SITE IMAGE & MAINTENANCE

MAIN ID (MID)

ELIGIBLE ITEM	REIMBURSED
Cenex sign face panels/branded product panels (i.e. Cenex Roadmaster XL)	100%
LED signage upgrade	50%
New electronic message center	50%
New main ID sign/high-rise sign	50%
Painting of sign poles	100%
Product panels	50%
Re-lamp and re-ballast Cenex logo signs and price cabinets	100%
Repairing or replacement of digits	100%
Repairing and replacing of sign poles	50%



PARKING LOT

ELIGIBLE ITEM	REIMBURSED
Asphalt/concrete repairs	50%
Cigarette disposal containers	50%
Curb repair (labor and paint)	50%
Parking bollards (paint, covers, stainless steel)	50%
Power-wash service	50%
Restriping	50%



FUELING ISLAND / FORECOURT

ELIGIBLE ITEM	REIMBURSED
CAF outdoor cleaning program	50%
CHS approved trash cans/recycling containers	50%
Concrete repairs/curb repair or replacement (i.e. Rugid Guard, Hunter Pump Islands, stainless steel)	50%
Curb repair (labor and paint)	100%
Fueling island bollards (repair/replace or bollard covers)	50%
Paint touch-up kit	100%
Painting of fueling island bollards	100%
Power-wash service	50%
Windshield service centers	50%



Ineligible Items

- Damages covered through insurance
- Hometown Radio Network fueling island advertising
- Landscape plant materials
- Panels on non-Cenex branded signs
- Perimeter lighting
- Trash/recycling services
- Windshield wash solution, paper towel, squeegees

SITE IMAGE & MAINTENANCE

CANOPY

ELIGIBLE ITEM	REIMBURSED
Canopy column painting	100%
Canopy fascia and LED channel (complete replacement)	100%
Canopy flag sign numbers	100%
Cenex LED logo, blue arch and red channel lighting	100%
Clearance and product decals	50%
Replacement lens covers, bulbs and ballasts	50%
Underdeck LED lighting	50%
Underdecking maintenance (paint and power-wash service)	50%



Ineligible Items

- Gutters
- Items covered underneath an insurance claim
- Items covered underneath warranty
- New canopy structure(s)

DISPENSERS

ELIGIBLE ITEM	REIMBURSED
Decals (PID, pump numbers, regulatory)	100%
Dispenser door skin replacement	100%
Dispenser cleaning and power-wash service	50%
Dispenser refacing	50%
Dispenser riser panels	50%
Dispenser security locks	100%
Nozzle covers and splash guards	50%
Pump toppers and frames	75%
Security stickers	100%
Valance replacement	100%



Ineligible Items

- Call button system
- CRIND hardware
- Dispenser nozzles and hoses, etc.
- Filters, card cleaner kits and replacement display glass
- Items covered underneath an insurance claim
- Items covered underneath Technology Rebates
- New fuel dispenser(s)
- Out of order bags
- Storage tanks and associated concrete work (underground or above ground)

ADVERTISING

PRINT & MEDIA*

ELIGIBLE ITEM	REIMBURSED
Banners, wind flags	75%
Direct mail	75%
Morrison Cup Solutions Cenex cups and bags	50%
Print ads and sales flyers	75%
Pump toppers	75%
Radio advertising	75%
Social media paid advertisements ¹	75%

MERCHANDISE*

ELIGIBLE ITEM	REIMBURSED
Cenex-branded merchandise and non-uniform apparel ²	75% up to \$1,000 ³
Cenex-branded uniforms	75%
Gift card and credit card displays	75%
Pump topper and hose talker frames	75%

BILLBOARDS & HIGHWAY LOGO SIGNS

ELIGIBLE ITEM	REIMBURSED
Billboard and highway sign production	100% up to \$1,000 ⁴
Billboard and highway sign lease fees	75%

OTHER

ELIGIBLE ITEM	REIMBURSED
C-store operations online training packages available on: cenexhub.com	50%
Select Personal Protective Equipment (PPE) items for employee and/or guest use ⁵ including: plexiglass counter shields, social distancing signage, face masks, plastic gloves, hand sanitizer, infrared thermometer	75%

* Eligible print, media and merchandise items can be found at cenexshop.com.

¹ Refer to the CHS Social Media guidelines on Cenex Hub for details regarding approved advertisements.

² All customized materials must be ordered through cenexshop.com. The Cenex logo must be prominent and all Cenex brand standards must be followed in order to receive reimbursement. For requests to use the cooperative logo, please contact refined.fuelsmarketing@chsinc.com.

³ \$1,000 maximum per fiscal year.

⁴ \$1,000 maximum per billboard.

⁵ Any PPE purchased for resale purposes will not be eligible for Ad Share reimbursement.

PLEASE NOTE

All items reimbursed underneath Ad Share must be approved per brand standards. If items are not approved, they may not qualify for Ad Share reimbursement.

Specific items in alternate CHS image related programs and/or rebates may not qualify for Ad Share reimbursement.

Ineligible Items

- Advertising for Cenex lubricants, propane or bulk fuels
- Advertising for competitive brands
- Advertising where a station name or logo has replaced the Cenex brand
- Coupon value
- Donations
- Individual store newsletters, brochures, websites, magazines, etc.
- Items covered underneath an insurance claim
- Mobile applications
- Non-Cenex merchandise, caps and apparel
- Non-Cenex produced advertising
- Office supplies (business cards, envelopes, order forms, etc.)
- Postage
- Promotional supplies or gifts (such as prizes, lotteries, gift cards)
- Uniform rental or cleaning

CENEX SHOP: WHAT YOU NEED TO KNOW

Visit cenexshop.com for current Cenex assets to keep your advertising, store and products enticing and relevant.

Cenex Shop allows you to create professional marketing materials on your own without hiring a graphic designer or advertising agency. Cenex Shop gives you the power to create and order the materials you need.

Create everything from in-store signage and pump toppers to advertising materials such as print ads and billboards. With Cenex Shop, the hard part has already been done for you.

Cenex brands, trademarks, logos and ads should not be re-created or altered. Contact us at refined.fuelsmarketing@chsinc.com for questions or assistance.

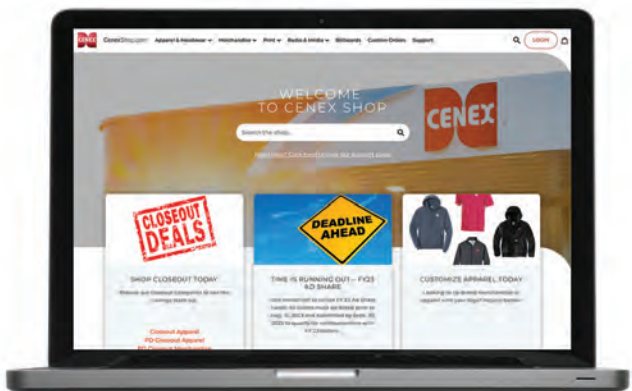
PRODUCT CATEGORIES

Cenex Shop products are organized into main categories of specific marketing materials, including:

- Apparel & headwear
- Merchandise
- Print
- Radio & media
- Billboards



CenexShop.com



AVAILABLE ADVERTISING TEMPLATES

- Billboards
- Coupons
- Customer conversion materials
- Direct mail
- Event banners
- In-store signs
- Press releases
- Print ads
- Promotion materials
- Pump toppers
- Radio ads and scripts
- Sales flyers
- Statement stuffers

CENEX PRODUCTS

- Apparel
- Merchandise and giveaways
- Sales tools
- Uniforms
- Bass Pro Shops® and Cabela's® CLUB Mastercard Loyalty Program
- Cenex® Voyager® Fleet credit card
- Gift cards
- Premium diesel fuels
- Cenex® TOP TIER™ Detergent Gasoline

GETTING STARTED

- 1. Visit cenexshop.com.** Shop for your advertising and promotional needs.
- 2. Create an account and check out.** Once all your items are added to the shopping cart, you will need to log in or create an account to complete the ordering process. If you don't have an account, creating one is easy and only takes a few minutes. Don't forget to record your username and password for future reference.
- 3. Have questions?** View the support section located at the top of cenexshop.com, or contact your Cenex Representative.

BILLBOARDS

Billboards provide 24/7 exposure, making them effective advertising investments for convenience store marketers. The right billboard can reach a large audience on a repeat basis. This increases your opportunity to gain new customers.

C-store marketers who post a new Cenex billboard can receive a **billboard rebate equal to 100% of your production and installation cost (up to \$1,000 per billboard)**. This applies whether you own or lease your board.

As an extra incentive, **CHS offers rebate programs of up to 75% through the Ad Share Program** to help supplement the ongoing costs and rental fees.

BILLBOARD BENEFITS

- Reaches customers at the time of buying decisions
- Low cost per impression
- 24/7 exposure
- Directs customers to your c-store
- Reaches a large, varied audience

TIPS & CONSIDERATIONS

- **Location.** High traffic areas or those near the exit to your store are ideal. The best locations may be more expensive, but they pay off by reaching a larger audience.
- **Illumination.** Your signs will be visible day and night.
- **Visibility.** If possible, personally inspect the billboard on-site before signing a contract. Even billboards in great locations can be obscured by branches or other barriers.



GETTING STARTED

1. **Verify the size of the billboard** you will need artwork for.
2. **Log on to cenexshop.com** and click on "Billboards".
3. **Scroll down to the Custom Billboard Form** and answer all of the required questions.
4. **Click "Submit Billboard"**. A proof of your billboard will be sent to you within two weeks. Once your proof has been approved, you can either send the billboard artwork to your billboard vendor, or elect to have us send it on your behalf.

HALF BILLBOARDS

Cenex half billboards provide a flexible option for your outdoor advertising. The billboard must follow the design template provided on Cenex Shop, in the Outdoor Advertising section. Half Billboard Ad Share claims and credits will be prorated to reflect the portion that displays the Cenex logo.

GETTING STARTED

1. **Log on to cenexshop.com** and click on “Billboards.”
2. **Click on “Cenex Half Billboards Art”** and download the half billboard art files by clicking “Download Now.”
3. **Send half billboard artwork** to the company designing your billboard. Please note, in order to qualify for Ad Share reimbursement there cannot be any modifications made to the Cenex half of the billboard.
4. **Submit an Ad Share Billboard Rebate Form.** When you receive an invoice for the production and installation of your billboard, submit a Billboard Rebate Form via cenexhub.com or download the form from cenexhub.com and email the completed form to cenexadshare@chsinc.com. Include copies of paid invoices and photos of your posted billboard.



HIGHWAY SIGNS

Each state offers highway signs as a trusted source for travelers looking for food, fuel, hotels and more. These signs are cost effective, and they're a great way to boost store traffic and brand awareness.



REBATE PROGRAM FOR HIGHWAY SIGNS

CHS offers excellent incentives on highway logo sign advertising. As with billboards, the **Outdoor Advertising program offers a rebate equal to 100% of your production and installation cost for each completed highway logo sign***, as well as up to **75% reimbursement of qualified lease fees.**

*Refer to the 2024 Highway Logo Sign Rebate Form available on cenexhub.com

CONTACT INFORMATION & LINKS

Website: interstatelogos.com

State Highway Departments:

Colorado 888-634-5646	Oklahoma 800-888-7446
Idaho 208-334-8000	Oregon 503-373-0086
Iowa 515-239-1700 iowaroadsigns.com	South Dakota <i>SE Region</i> 605-995-8129 <i>NE Region</i> 605-626-2244 <i>Central Region</i> 605-773-3464 <i>Western Region</i> 605-394-2244
Kansas 800-449-4420	Texas 800-940-4067 lonestarlogos.com
Michigan 888-645-6467	Washington 360-705-7282
Minnesota 800-769-3197	Wisconsin 844-496-9163
Missouri 800-666-3514	Wyoming 307-777-4169
Montana 855-443-5646	
Nebraska 800-333-6467	
North Dakota 701-328-2500	

GETTING STARTED

- 1. Contact your state highway department or interstate logo division.** Review the Contact Information & Links section (see right-hand side of page) or go to interstatelogos.com (be sure to know the highway and exit #).
- 2. Complete an application** for your logo sign with the state or your state's required logo sign company.
- 3. Upon approval, provide the Cenex logo to the state or sign company.** You can download Cenex logo artwork from the Billboards section at cenexshop.com. Click on **Highway Logo Sign** and then **Download Now**.
- 4. Submit your Highway Logo Sign Rebate Form,** on cenexhub.com or download the form from cenexhub.com and email the completed form to cenexadshare@chsinc.com. Include a photo of the installed highway logo sign and a copy of your invoice to CHS.

PRINT ADVERTISING

Print is an essential component of your overall marketing. Customize professional-quality print designs on **cenexshop.com**. Once customized, you can preview your piece online to ensure it's accurate. The print-ready materials will be shipped to you. All Cenex Shop print templates qualify for up to 75% Ad Share reimbursement as outlined on page 14 of this guide.

Other print materials are available on **cenexshop.com** to improve the look of your fueling islands and store, promote incremental sales, announce specials and boost your repeat business. It's local and reaches your customers where they make their purchases. Click on the **Print** link on **cenexshop.com** to explore the possibilities including:

- Posters
- Pump toppers
- Coupons

Many of these items are available in both customizable and ready-to-use formats — so you can get the materials you need to make your store look great. Use available Ad Share funds, detailed on page 14, to help offset the cost.



RADIO ADVERTISING

Local radio advertising is a great way to reach people in their cars and encourage them to stop into your store. Radio scripts and professional, pre-recorded ads are available on **cenexshop.com**. You can customize the ads by adding your own store location, sales, hours and special promotions. You could also run a radio tag, which mentions your store or sponsorship such as, *"Today's weather is brought to you by Fred's Cenex."*

AD SHARE COVERAGE FOR RADIO

Radio ads provided on Cenex Shop qualify for the Ad Share Program. Ads developed by outside parties may qualify but need approval prior to production. Learn more in the Ad Share section, starting on page 10.

DIRECT MAIL

Find pre-made direct mail pieces on **cenexshop.com**. CHS has created direct mail pieces, designed to generate sales. You can also use direct mail to advertise a store event, special or promotion. Templates are found on Cenex Shop, and qualify for up to a 75% rebate through the Ad Share Program outlined on page 14.

In addition, many options are included to have mailings assembled and shipped in different ways:

- Mail them yourself
- Upload your list and have them mailed for you
- Purchase a list by dealer address and have them mailed for you



CENEX® UNIFORMS

The retail industry is highly competitive, and a great image can set your business apart.

Cenex Shop offers an approved uniform and name badges to outfit your employees, which are eligible for Ad Share funding.

To see which apparel items qualify for reimbursement, please visit the Uniforms page on cenexshop.com.



EVENT MATERIALS

In-store events such as a Grand Opening, Grand Re-Opening, Anniversary or Customer Appreciation generate energy, excitement and brand loyalty and give people an added reason to shop in your store.

Cenex Shop has materials to help you plan an engaging store event! Regardless of the details of your event, be sure to schedule this event on days that are typically less busy for your store. This helps boost your sales and minimizes disruption.

BENEFITS OF HOSTING A STORE EVENT:

- Shows appreciation for your customers
- Provides a chance to gain additional traffic in your store during the event
- Increases opportunities for return visits when using bounce-back coupons or loyalty punch cards

Reimbursement through Ad Share is available for some event-related merchandise through Cenex Shop, preapproved on a case-by-case basis. See a list of eligible and ineligible items on page 14.



CENEX® TOP TIER™ DETERGENT GASOLINE

Maintaining vehicles takes a lot of time and effort, but Cenex TOP TIER™ Detergent Gasoline makes it a little bit easier for your customers. With two and a half times the cleaning power of regular fuel, Cenex TOP TIER Detergent Gasoline helps to:

- Control buildup
- Protect against deposits
- Maximize engine performance
- Optimize fuel efficiency

Our TOP TIER fuel exceeds industry standards of quality, is endorsed by the seven leading automotive manufacturers and is available at every Cenex location. Customers trust the Cenex brand because Cenex-branded retail locations, like yours, combine big-name quality with small-town sensibility.



CENEX® PREMIUM DIESEL FUELS

Cenex® leads the industry in premium diesel fuel with a proprietary additive package that maximizes performance and fuel efficiency, reduces downtime and maintenance costs, extends injector and injector pump life, and provides quicker, smoother starts.

Carrying Cenex Roadmaster XL® Premium Highway Diesel Fuel at your retail location will set you apart from your competitors! Cenex Roadmaster XL is designed to optimize performance, no matter what kind of diesel engine your customers are operating. It consistently outperforms #2 diesel fuel and sets the standard that all other "premiums" try to measure up to. Cenex Roadmaster XL:

- Restores fuel economy by as much as 5%
- Boosts fuel lubricity by 10-15%
- Restores power by up to 4.5%

Don't carry Cenex Roadmaster XL today? Talk with your Cenex Representative to learn about the benefits of offering Cenex Roadmaster XL at your retail location(s).





SECTION 2: PAYMENT RESOURCES

CHS PAYMENT SOLUTIONS

CARDS

- CENEX® VOYAGER® FLEET CARD
- BASS PRO SHOPS® AND CABELA'S® CLUB MASTERCARD
- CENEX GIFT CARDS

ANCILLARY PRODUCTS

- POS CHECK

BUSINESS/FINANCIAL SERVICES

- DTN CREDIT CARD SETTLEMENT DATA
- MERCHANT SERVICES ONLINE ACCESS (MSOA)



Questions? Contact your Cenex Representative or visit cenexhub.com.

CHS PAYMENT SOLUTIONS

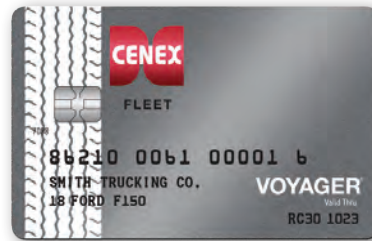
CHS Payment Solutions knows not all credit card processors work the same. With over 40 years of experience in the business, we work to share important business insights with our merchants in a clear and simplified way. Through a wide variety of product offerings, value-added programs, and continuous support, CHS Payment Solutions helps our merchants operate efficient and profitable businesses.

CHS Payment Solutions merchants have a full in-house customer support team at their fingertips. For more information on our programs and services, or if you have any Payment Solutions related questions, call 800-852-5301 or email pssupport@chsinc.com.



CENEX® VOYAGER® FLEET CARD

The Cenex Voyager Fleet Card is issued to all business types, from small businesses to large fleets. The Voyager Fleet Card provides businesses with detailed monthly reporting that tracks vehicle performance and driver purchases. It offers drivers the ability to carry a single card for all vehicle-related purchases. The Fleet Card also meets the needs of tax-exempt organizations.



Scan with your smartphone to learn more about the Cenex Voyager Fleet Card.

MONEY-SAVING BENEFITS FOR CARDHOLDERS

- Convenience of using their card at more than 230,000 locations nationwide.
- Optional 24-hour roadside assistance.
- Eligible to earn rebates on gasoline and diesel fuel purchased at Cenex locations. Rebates vary by volume.
- Expanded monthly reporting, with all vehicle-related purchases on one statement.
- Enhanced online capabilities, such as adding and canceling driver IDs (PIN), canceling cards, making payments, downloading transactions, viewing statement history and unusual activity reports.

MONEY-SAVING BENEFITS FOR YOUR STORE

Cenex Voyager Fleet Cardholders earn rebates on purchases at Cenex locations, which means they will be visiting your store more frequently to save on fuel and purchase in-store items, too!

FLEET VOLUME REBATES

The account receives a tiered rebate, per gallon, based on your monthly Cenex fuel purchases.

MONTHLY PURCHASES	REBATE PER GALLON
10,000+ gallons	5¢
5,000-9,999	4¢
1,000-4,999	3¢
1-999	2¢



BASS PRO SHOPS® AND CABELA'S® CLUB MASTERCARD



CLUB MASTERCARD

The CHS partnership with Bass Pro Shops and Cabela's offers an exclusive benefit not available from any other petroleum brand. CLUB Mastercard cardholders earn 2% back in CLUB points on all Cenex retail purchases — including fuel, snacks, beverages, and more. The CLUB Mastercard provides Cenex retailers exclusive access to more than two million cardholders.

As a result of this partnership, Cenex retailers have experienced increased sales, higher ticket values, and a large (and growing) customer base. CHS will continue to support this relationship with national and local marketing tactics to drive in-store sales and boost new customer acquisition. To learn more, visit cenex.com/cards/cabelas.



CLUB BUSINESS MASTERCARD

Bass Pro Shops and Cabela's also have a credit card exclusively for businesses. With the CLUB Business Mastercard, retailers will receive access to an even larger and growing customer base.

The CLUB Business card provides cardholders with 2.5% back in CLUB points on all Cenex purchases. To learn more, visit cenex.com/cards/cabelasbusiness.

PROMOTE LOCALLY

The more you can leverage the CLUB Mastercard campaigns in your community, the greater the results you can experience, including:

- Increased sales and transactions
- Higher ticket values
- Attract new customers
- Processing savings

To successfully promote Bass Pro Shops and Cabela's CLUB Mastercard in your store:

- Install CLUB Mastercard campaign materials in your store and/or implement a local ad campaign. Visit cenexshop.com for templates.
- Train your front-line employees on the campaign and how to support it via the credit card training module available on cenexhub.com. Find instructions on accessing training modules on pages 49-50 of this guide.

CENEX® GIFT CARDS

Cenex Gift Cards can be redeemed for gas, snacks, beverages and more at all Cenex retail locations. These cards are a thoughtful, convenient gift for any occasion.

Selling and promoting Cenex Gift Cards provides an opportunity for increased sales and profits. Gift cards reach new customers, encourage greater customer spending, foster stronger brand loyalty and increase the likelihood of repeat store visits. Replenish your gift card plastic and jackets, and find other materials to help you promote gift cards on cenexshop.com.

Employee training is provided through the Online Employee Training Modules, which can be found on cenexhub.com. Find instructions on accessing training modules on page 50 of this guide.

BULK GIFT CARD LOAD PROGRAM

Bulk gift card orders are a great way to increase in-store sales and promote your Cenex location, however, activating each card individually can be time consuming.

With the CHS Payment Solutions Bulk Gift Card Load Program, merchants can enjoy the perks of loading a high volume of gift cards without the headache of activating them by hand. Contact CHS Payment Solutions at 800-852-5301 for more information.



POS CHECK

The CHS Payment Solutions POS Check program provides merchants with increased security and time-savings. POS Check converts personal checks into electronic transactions at the time of purchase. All checks are verified through a third-party check authorizer which gives merchants added peace of mind when accepting checks. This program also converts check transactions into electronic payments at the time of purchase, eliminating the need to deposit checks at the bank. This means payments are received quickly, directly alongside credit card transactions. As a bonus, the POS Check program guarantees personal checks of \$100 or less, further helping to eliminate risk.

DTN CREDIT CARD SETTLEMENT DATA

DTN is a data solution that will streamline your back-office credit card settlement process. DTN receives merchant data and converts all information into a standardized format. It then allows all information to be imported directly into most back-office accounting software. Any format changes are completed by DTN, eliminating maintenance for merchants.

CHS Payment Solutions does not charge for this service, and it has been tested with current merchants. For more information about this program and to complete account set up, please contact DTN at 800-660-2675.

MERCHANT SERVICES ONLINE ACCESS

Merchant Services Online Access (MSOA) is a secure, online tool that allows different levels of access to your financial information for each of your store locations. It provides 18 months of online transaction history, deposit totals, store batches by post date, card types by batch, online statements, and many other services and information to help you manage your money. Reports can be saved to Excel, Word, or a PDF.

Over the years, our customers have helped us develop this online product with their valuable feedback. Today it assists our merchants in operating efficient and profitable businesses. Merchant owner or merchant locations can register at chsinc.com under MyCHS and complete an MSOA Access Form to gain access.







SECTION 3: PAYMENT/DISPENSING EQUIPMENT

POINT-OF-SALE (POS)

- POINT-OF-SALE SYSTEMS

DISPENSERS

- DISPENSER REQUIREMENTS
- TECHNOLOGY REBATES
- OUTDOOR EMV BUILDING BLOCKS
- DISPENSER TECHNOLOGY
- DISPENSER CONNECTIVITY
- WANT TO GO WIRELESS?

SECURITY & COMPLIANCE

- POS PROTECT +



Questions? Contact your Cenex Representative or visit cenexhub.com.

POINT-OF-SALE SYSTEMS

CHS supports a wide range of point-of-sale (POS) solutions, giving you the power to choose what option works best for your location. From smaller standalone terminals to a robust system that controls your store and pumps, CHS has what you need.

APPROVED SYSTEM	DESCRIPTION	BOARDING ON CHS/ NBS NETWORK	SOFTWARE MAINTENANCE PROGRAM THROUGH CHS
Gilbarco Passport®	With the Passport® point of sale system, you can future-proof your business for the PCI requirements of today and beyond. Passport is certified for all major point of sale networks and interfaces with more third-party partners than any other convenience store POS system in the industry. The easy user interface allows new employees to train in 20 minutes or less, and with our industry-leading 24/7 help desk, businesses powered with Passport are never alone.	✓	✓ ¹
Pinnacle Palm POS Commander EF	Pinnacle Palm has a touch-screen interface and offers varying levels of functionality based on your needs. It features local card acceptance, cash patronage tracking, received on account (at the register), memo field, a local card look-up system, and an option for contracts.	✓	✓ ²
Triple E Commander EF	The Triple E POS system offers intuitive touch-screen control for your retail and fueling needs and meets industry requirements for stability and security. With an easy-to-use interface, you'll reduce clerk training time and user errors.	✓	✓ ²
Gasboy Islander PRIME	Gasboy Islander PRIME fleet fuel management combines the functionality of an island fleet card reader system in a single package. It integrates with other system components such as unattended, remote and automated fueling systems.	✓	
Verifone® Commander and RubyCi	Verifone offers a wide range of solutions to address your individual business needs. Their POS systems are built for real-world conditions, with all touch or keyboard/touch options for use with the durable and comprehensive Commander Site Controller. They also offer the full featured, all-in-one RubyCi. This mini-site controller and POS are included in one piece of hardware for fast, efficient, complete store management with a smaller footprint. Lastly, they offer C18 which can act as a regular POS or as a customer self-checkout.	✓	✓ ²
Comdata SmartDESQ	Comdata's SmartDESQ provides enhanced processing and pump control for diesel fuel transactions, allowing you to combine payment transactions for the fuel desk and other profit centers into a single system. This system accepts multiple payments types, offers in-store pump control and pay-at-the-pump capability, and simplifies end-of-shift reporting.	✓	
NCR RPOS	NCR is helping redefine the POS system for petroleum and convenience store retailers. NCR Radiant allows you to launch promotions, specials and customer programs across all sites in a matter of minutes. Most importantly, this advanced POS solution supports every store profit center – from fuel to foodservice – so you can manage the growing complexity of your petroleum and convenience retail operations.	✓	
VX520 Payment Terminal	This compact, countertop unit offers retailers fast performance, high-end functionality, and ease-of-use all in one simple countertop machine allowing you to accept credit and debit where you need it. The VX520 offers convenience and reliability for unique applications such as offices, hardware and grocery stores, restaurants and fresh food service.	✓	Device supplied and maintained by CHS Payment Solutions.

¹ The Gilbarco Passport Service Offering (PSO) is a required program with Passport and provides Gilbarco marketers with Point of Sale support. Subscription includes: 24x7x365 Help Desk support, Software Maintenance to ensure access to latest software and fixes, access to Insite360 portal to control site services. For more information about the Gilbarco PSO Program, contact CHS Payment Solutions at 800-852-5301 or pssupport@chsinc.com.

² This solution requires a Verifone service agreement in addition to the base POS software maintenance program. CHS Payment Solutions offers a reduced Verifone service agreement fee available to Verifone POS customers as well as customers utilizing Pinnacle Palm and Triple E POS with Commander EF. This reduced rate is offered exclusively through CHS Payment Solutions. Instead of a once-yearly charge, you will receive a monthly charge on your CHS merchant statement. To transfer your existing service contract, or for questions, call CHS Payment Solutions at 800-852-5301.

DISPENSER REQUIREMENTS

CHS has a POS Roadmap and dispenser recommendations for requirements related to technology at the retail fueling island. The dates on the POS Roadmap are driven by Payment Card Industry (PCI) Data Security Standards (DSS), industry best practices, and the increased concerns for data protection for consumers. The full POS Roadmap continues to evolve based on changing PCI requirements. Specifics related to dispenser technology are outlined in this section.



TECHNOLOGY REBATES

Rebates are available for all Cenex® branded marketers. In order to qualify for 2024 technology rebates, the qualifying equipment **must be purchased by August 31, 2024, and installed by December 31, 2024.**

Equipment must be purchased through, and installed by, an authorized equipment distributor or service company.

Equipment invoices, including final installation invoice are required at time of rebate submission. Only one rebate per dispenser applies unless otherwise noted. An invoice with a detailed description of purchased equipment and final installation invoice are required with rebate submission.

CATEGORY	TECHNOLOGY OPTION	ELIGIBLE EQUIPMENT	AVAILABLE REBATE
Dispenser	Option 1 – Replace	New EMV capable fuel dispenser(s)	\$3,000 per dispenser \$18,000 max per site
	Option 2 – Upgrade	EMV hardware for existing dispenser(s)	\$1,500 per dispenser \$9,000 max per site
	Option 3 – Connectivity	Dispenser connectivity equipment to enable outdoor EMV communications in existing dispensers	\$500 per dispenser \$3,000 max per site
	Additional Option (may be combined with other dispenser rebates)	Contactless (NFC) card reader(s)*	\$2,500 per dispenser \$15,000 max per site
	Additional Option (may be combined with other dispenser rebates)	In-Store/back room connectivity equipment to enable outdoor EMV communications*	\$500 max per site
Point-Of-Sale	Option 1 – New Point-Of-Sale System	CHS supported Point-Of-Sale	\$2,500 – limit 1
	Option 2 – Self-Checkout	Self-Checkout for CHS supported Point-Of-Sale System	Up to \$5,000 each – limit 2
	Additional Option (may be combined with other POS rebate options)	EMV capable PIN pad(s) for use in-store with Point-Of-Sale or Self-Checkout unit	\$750 per PIN pad \$3,000 max per site

Only one rebate option may be used per dispenser unless otherwise noted.

*May be combined with other 2024 dispenser rebate categories.

OUTDOOR EMV BUILDING BLOCKS

1. DISPENSER HARDWARE

To mitigate risk of EMV liability, upgraded dispenser hardware must be installed for EMV transactions to process. Dispensers include two pieces of hardware that must be updated to protect your location. EMV Hybrid Card Reader and EPP.

The EMV Hybrid Card Reader is a secure card reader that can detect and read an EMV chip card. EPP is used in conjunction with a card reader for secure entry of a cardholder's PIN.

If you are unsure if your dispensers are EMV-capable, contact your Authorized Service Contractor (ASC).

2. SITE CONNECTIVITY

In addition to EMV-capable hardware and software, devices must also have the correct connection to process an EMV transaction. Depending on your site infrastructure, new wiring or additional hardware components may be required to ensure EMV transactions can be transmitted between the dispenser and your store. If you are unsure of your current connectivity configuration, contact your ASC.

3. POS SOFTWARE

While an EMV-capable dispenser has the electronics within the dispenser and may also have the required hardware, a software update will be required to fully enable EMV transactions. Once available, EMV software must be installed and maintained, in order to remain compliant. If you are unsure of your current software version, visit MSOA or contact CHS Payment Solutions at 800-852-5301.

DISPENSER TECHNOLOGY

CHS has relationships with the two major dispenser manufacturers, Gilbarco and Wayne. Whichever brand you prefer, CHS can help.

NEW DISPENSERS

GILBARCO	WAYNE
Encore 700 S dispensers come standard with encrypting pin pads and EMV-certified hybrid chip card readers.	New Wayne dispensers come standard with encrypting PIN pad, and EMV hybrid chip card reader.

RETROFIT KITS FOR EXISTING DISPENSERS (AVAILABLE FOR MOST DISPENSERS)

GILBARCO	WAYNE
Older Advantage models (1988-2003) and MPD3 are not available for upgrade kits, and should be replaced.	The Wayne iX Pay upgrade kits include encrypting PIN pad, and EMV hybrid chip card reader.
	Older Vista models (1988-2002) 1V/2V and DL series are not recommended for upgrade kits, and should be replaced.
INVENCO	
Invenco by GVR provides affordable retrofit EMV compliant payment solutions and contactless payment options for Gilbarco or Wayne dispensers.	

DISPENSER CONNECTIVITY

EMV transactions contain more data than a magnetic card transaction. Your current site wiring may affect your ability to handle EMV transactions even if you have installed EMV readers in your dispensers. For example, locations with two-wire or twisted pair wiring may need additional hardware components to allow EMV transactions to flow seamlessly between your store and the dispenser. We suggest talking to your ASC to fully understand the cost associated with upgrading to EMV technology. A variety of solutions are available to enable EMV transactions over your existing site wiring.

AVALAN WIRED CONNECTIVITY

AvaLAN networking switches provide the security advantages of VLAN segmentation all the way into the dispenser's switch. VLAN segmentation is the critical starting point when creating a secure wired payment infrastructure. This segmentation within the site's network adds a level of security by restricting access from malicious hackers to the entire system. Retail fuel stations and other retailers that handle credit card data have detailed requirements for securing their payment networks.

GILBARCO FLEXPAY™ CONNECT

Communication requirements have shifted from low-speed (e.g. dial-up) to high-speed (e.g. cable internet). Most retail fueling sites contain either twisted pair wiring or current loop (two-wire) running to the forecourt, which today only supports narrowband communications. FlexPay™ Connect provides retailers a way to upgrade their sites to support high-speed IP-based communications to the dispenser.

FlexPay™ Connect is comprised of the following components:

- **Backroom Communications Module (BRCM)** – Long-range Ethernet switch converts the Ethernet signal into twisted pair. (One BRCM supports up to eight dispensers.)
- **Dispenser Communications Module (DCM)** – Converts the twisted pair signal back into Ethernet in the dispenser. (One DCM is required in each dispenser.)

DID YOU KNOW?

Dispenser media packages offered by Gilbarco and Wayne include the same site connectivity components that are needed to run EMV transactions at the dispenser. Participation in these programs can save you money and make your station a standout destination for customers.

WANT TO GO WIRELESS?

Wireless solutions are available for your store(s) and allow for wireless connection between the POS and dispensers. Wireless can be a cost effective alternative for sites that want to upgrade to EMV but don't want to pull new Ethernet wire or if their existing two-wire doesn't meet EMV compatibility requirements. Call your ASC to find the right wireless solution for you.



POS PROTECT +

Security is one of the most important considerations for a store that processes credit cards. To combat potential fraud or security breaches, CHS Payment Solutions offers merchants the POS Protect + program with PDI or Acumera. Whether you choose PDI or Acumera, the program provides tools and resources to assist in managing Payment Card Industry Data Security Standards (PCI DSS) and keeps location information and data secure.

Features included in this program:

- **Paysafe UTM (PDI) or MG Edge Security Device (Acumera)** – A firewall that defends your POS system against malicious cyber threats
- **PCI SAQ Online Portal** – A compliance solution that provides the leading tools and support necessary to analyze, remediate and validate PCI compliance
- **Remote Access (POS RA) VPN** – A persistent VPN between the POS vendor and your location





SECTION 4: RETAIL IMAGE & MAINTENANCE

SUPPORT

- IMAGE SALES
- IMAGE INSTALLATION
- IMAGE MAINTENANCE PLANS

PRICE SIGNS & CANOPIES

- PRICE SIGNS
- CANOPIES

COMPLIANCE

- RETAIL EXCELLENCE DAILY (RED) MYSTERY SHOP PROGRAM



Questions? Contact your Cenex Representative or visit cenexhub.com.

IMAGE SALES

Contact the CHS Retail Image and Equipment team at cenex.projects@chsinc.com or 800-852-8186 opt. 4 for all your imaging needs.

- A** Price signs and high-rise signs
 - Product panels
 - LED Digits
 - Electronic Message Centers
 - Paint
- B** Canopy lighting
- C** Canopy fascia and Halo lighting
- D** Canopy signage
- E** Fueling island image items
 - Flag signs
 - Paint
 - Bollard covers
- F** Dispenser graphics
 - Valances
 - Door skins
 - Decals
- G** Island amenities
 - Windshield service units
 - Trash containers



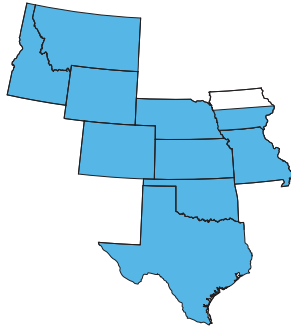
IMAGE INSTALLATION

With nearly 50 years of combined experience with the Cenex brand, our image partners can help you with a wide range of image and maintenance services including:

- Image upgrade and conversion
- Vinyl applications
- Sign installations and upgrades
- Dispenser graphics
- Digital printing
- Canopy lighting



Contact: 316-321-2275



Contact: 800-594-9451



IMAGE MAINTENANCE PLANS

You've got a lot on your plate, and when you are caught up in day-to-day operations, it's sometimes easy to let maintenance fall to the bottom of your to-do list.

Our preferred image vendors can help you create a customized maintenance program that's right for you. Programs may include everything from basic maintenance such as cleaning dispensers, power-washing fuel island curbs and painting, to full canopy inspections, cleaning and repairs.

Best of all, your image maintenance program, and any image materials purchased based on our vendor recommendations, may qualify for reimbursement under the Cenex Ad Share Program.

PRICE SIGNS



DIGITAL PRICING

- Easily and safely changes prices with fob or POS control
- Bright and eye-catching from the street
- Long-life LED
- Low power usage

ELECTRONIC MESSAGE CENTERS

An electronic message center delivers exceptional outreach in your community. The Venus Control Suite software for Daktronics provides the ability to create and display digital content from any internet-connected device.



- **Boost Sales** – advertise specific items
- **Promote** – specialty items – carwash, service bay, ATM, beer cave, etc.
- **Support** – community events and your local teams
- **Communicate** – hours of operation and seasonal greetings

LED UPGRADE FOR EXISTING SIGNS

Upgrading your existing sign from fluorescent to LED illumination is a cost effective way to improve the appearance of your sign. Consumers will notice the bright new appearance, and you'll appreciate the cost savings of decreased maintenance and energy savings.

CANOPIES



Contact us for replacement of any of the following items for your canopy:

- Fascia (ACM)
- Red ACM channel over Halo light bar
- Halo light bar
- Cenex logo signs
- Blue arch signs
- LED Deck lighting upgrades

DID YOU KNOW?

Many image items qualify for Cenex Retail Ad Share reimbursement. See pages 12-13 for details.

RETAIL EXCELLENCE DAILY (RED) MYSTERY SHOP PROGRAM

To ensure brand integrity and great customer experience, CHS administers annual Mystery Shop evaluations at every Cenex retail location. Mystery Shoppers review the exterior and interior of each location, take photos and evaluate employee performance. They will provide a comprehensive report detailing strengths and opportunities to make each store more successful.

All Cenex-branded retail sites must comply with current Cenex retail image standards. Your Cenex Representative can assist you with any branding-related inquiries.

HOW RED INSPECTIONS WORK

CHS contracts a third-party vendor to deploy Mystery Shoppers into the field to evaluate stores. Evaluations are free.

You will be given notice of the Mystery Shop evaluation timeframe, but exact dates will not be given. General time frames give stores the chance to be at their best by the time the Mystery Shopper arrives.

PASSING THRESHOLD

- ✔ Sites that score 90% or higher will receive a passing score.
- ✘ Sites that score below 90% will have the opportunity to earn points back via the Inquiry Process. Any site with a score below 90% after the Inquiry Submission window closes will receive a fee.

Consecutive scores below 90% 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 fee for the first score under 90%.
- \$500.00 fee for two or more consecutive scores under 90%.
- Termination of the Branded Petroleum Marketers Agreement (BPMA).

EARNING POINTS BACK THROUGH THE INQUIRY PROCESS

There is an opportunity to earn points back for incorrect elements that have been corrected through the inquiry process. Visit cenexhub.com for more details.



CENEX STAR STORES

Any site that scores a perfect 100% will receive the honor of becoming a Cenex STAR Store*. STAR Stores will receive a gift which includes marketing materials and recognition to promote their status as a STAR Store.

*Please note, STAR Stores are reserved for locations that receive 100% without Inquiry point adjustments.

GETTING READY

Visit the Retail Image section on cenexhub.com for RED related resources. To prepare for your RED evaluation, use our provided resources:

- Mystery Shopper Evaluation Checklist
- Mystery Shopper Evaluation Guide
- Inquiry Submission Instructions

You can also train your team on the RED Inspection program via Training tab on cenexhub.com.

DID YOU KNOW?

Cenex Ad Share covers certain site image and maintenance items to refresh the exterior of your store. Keeping a clean, bright image helps drive consumer preference and foot traffic. Visit pages 12-14 for details on Cenex Ad Share.



SECTION 5: OPERATIONS/EDUCATION

- ABOUT CHS RETAIL SOLUTIONS
- CHS RETAIL BUSINESS SPECIALISTS
- OPERATIONAL ASSESSMENT
- 5-STAR FEASIBILITY STUDY
- C-STORE OPERATIONS ONLINE TRAINING
- FOOD SAFETY TRAINING PROGRAMS
- CENEXPO
- PREFERRED VENDOR PROGRAM
- ONLINE EMPLOYEE TRAINING



Questions? Contact your Cenex Representative or visit cenexhub.com.

ABOUT CHS RETAIL SOLUTIONS

CHS Retail Solutions works with you to put together the pieces of a successful business. Services include: retail operations consulting, training services, employee development opportunities, site and market evaluations, and more. Best of all, each program can be tailored to best fit the needs of your business.

For more information on how the CHS Retail Business Specialist Program can help you succeed in today's competitive environment, visit the Retail Operations section of cenexhub.com, or contact energyretailsolutions@chsinc.com.



CHS RETAIL BUSINESS SPECIALISTS

DELIVERING SMART SOLUTIONS & POSITIVE RESULTS

Whether you have a specific product to tackle, or are seeking ongoing consultation to meet your goals for improvement, using the services of a CHS Retail Business Specialist can mean the difference between profit and loss in the competitive c-store business. Retail Business Specialists are trained to bring expert advice to your store. They are equipped with ideas for business development, store operations, revenue generation and expense controls to maximize your store's performance.

The CHS Retail Business Specialists have many years of industry practice as well as the benefit of ongoing experience working with other retailers who face similar challenges and opportunities. They'll bring you creative ideas, plus the most up-to-date information and progressive strategies to improve your store in ways you may not have the know-how or time to do.

"The Cenex Retail Business Specialist program brings tremendous value to our business. Not only does it allow you to see your stores through another set of eyes, but we truly consider our consultant a partner and team member who helps to better our business. We have subscribed to the program since its inception, and with the help of our consultant, we've been able to adapt and continue to grow our presence. Our new store was built with a lot of help and input from our consultant to think about the best use of every square foot of building before the concrete was even poured. I'd call the service invaluable."

— Brad Box, General Manager of Northern Star Coop

INTERESTED?

Visit cenexhub.com/contact-us to find information about CHS Retail Business Specialists in your area.

OPERATIONAL ASSESSMENT

Through the Cenex C-store Operational Assessment, retail experts can provide a fresh perspective and offer invaluable insight to help manage and grow your business. As a convenience store operator, you know the importance of running an efficient and profitable operation.

Retail Business Specialists can provide valuable insight on what your store needs to be healthy and successful. Through this assessment, they take an in-depth look at key areas of a successful operation including:

- Overall facility appearance
- Merchandising
- Customer service
- Competitor analysis
- Profit and loss comparison to industry benchmarks

5-STAR FEASIBILITY STUDY

The Cenex® 5-Star Feasibility Study offers you a comprehensive analysis to determine the financial strength of an existing or potential retail operation. The unbiased analysis can project gasoline volume and in-store revenue or profit potential, providing you leverage in your negotiations and investment decisions. The 5-STAR feasibility study can assist in determining whether to:

- Remodel your existing facility
- Implement a foodservice concept
- Construct a new convenience store
- Purchase a new store
- Determine profit potential of your operation

To schedule your C-store Operational Assessment or to learn more about the 5-Star Feasibility Study, visit the Retail Operations section of cenexhub.com or email energyretailsolutions@chsinc.com.

“I like to use the 5-Star Feasibility Study to identify sites to develop and keep from making mistakes. It helps to identify the strengths and weaknesses of a site that you may not have realized on your own.”

— Larry Ehrman, V.P. Energy of Cooperative Producers Inc.

C-STORE OPERATIONS ONLINE TRAINING

Cenex is proud to provide comprehensive, affordable, online employee training packages. Our training packages cover a wide variety of topics to ensure employees of all levels are set up for success. These trainings aim to:

- Improve customer satisfaction
- Reduce compliance issues
- Increase employee retention

The training information is presented in an easy-to-use format and helps streamline your site's administrative training tasks by offering:

- Cloud-based access
- Consistent messaging
- Real-time reporting
- Quizzes and exams

Visit the training page on cenexhub.com to learn more about this service available to you through a collaboration with NACS and Ready Training Online (RTO).

DID YOU KNOW?

Training packages available on cenexhub.com are eligible for 50% Ad Share Reimbursement.

FOOD SAFETY TRAINING PROGRAMS

SERVSAFE® CERTIFICATION & RE-CERTIFICATION

Certified by the National Restaurant Association, this industry-recognized program provides food safety training and addresses the most urgent food safety challenges. ServSafe is the most widely accepted food safety training among local, state and federal health departments. Our experienced trainers are ServSafe Certified Instructors so you can feel confident you'll receive the highest standard of food safety training.

To schedule a custom ServSafe class, contact energyretailsolutions@chsinc.com.

CENEXPO

AN EXCLUSIVE EVENT FOR CENEX®-BRANDED OPERATORS

CENEXPO is a free, two-day educational and networking event focused on helping you grow your business within the Cenex® network. This annual event offers the ability to gather product information, learn about new technology, build stronger working relationships, and participate in educational seminars. CENEXPO can improve your stores profitability, build your sales culture and ensure you become a leader in the industry.

AT CENEXPO YOU WILL:

- Hear from high-impact speakers and panels on topics relevant to your business
- Connect with vendors to learn about the latest consumer trends
- Visit with CHS experts to learn more about Cenex-branded programs
- Connect with fellow Cenex retailers to gain industry insights

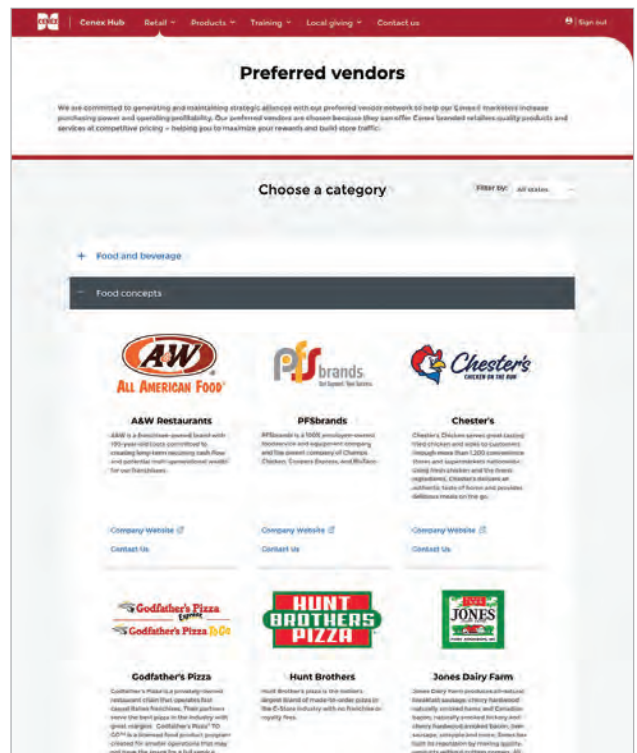
“CENEXPO exceeded our expectations. The event is focused around not only growing business for Cenex operators, but also on giving us the tools we need to move forward internally. I highly recommend CENEXPO for all Cenex operators.”

— Eric Cantwell from Consumer's Coop Oil Company out of Sauk City, Wisconsin

PREFERRED VENDOR PROGRAM

Preferred vendor partners are chosen because of their willingness and ability to provide Cenex-branded locations with quality products and services that will assist the location by increasing buying power, reducing operating expenses and increasing sales.

A detailed list of current preferred vendors can be found in the Retail Operations section of cenexhub.com.



ONLINE EMPLOYEE TRAINING

A well-trained team is crucial to your store's success. CHS supports education and training with four retail training modules that are available on cenexhub.com.

These training courses are designed to provide an overview of key Cenex programs and how each program helps your store remain successful. Managers and sales associates choose from the training topics, each of which shows you step-by-step how the various programs work.

TRAINING FOR EVERYONE

The online training modules are designed to give your staff the tools and confidence to promote the following Cenex programs:

1. Cenex Gift Cards

Learn how the Cenex gift card program can help your store become more profitable. From selling techniques to gift card terminology, the training will prepare associates to handle customer questions and energize your gift card business.

2. Cenex Credit Cards

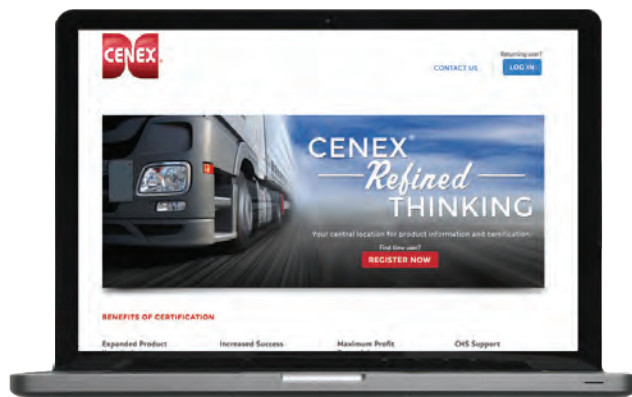
Learn the unique attributes of the Cenex proprietary credit cards through this online training.

3. Cenex Mystery Shop Program RED Inspections

Learn what to expect when your store is visited by a Mystery Shopper. Help make the Mystery Shopper's visit a positive experience by educating associates on the program and its purpose.

4. Basic Petroleum Training

Get back to the basics and learn about the advantages of using Cenex-branded fuels. Learn about Cenex TOP TIER™ Detergent Gasoline to the proprietary additive package in Cenex Premium Diesel Fuels. This course is perfect for all types of employees, and it will give your team the knowledge they need to feel confident in answering fuel-related questions.



GETTING STARTED

1. Visit cenexhub.com
2. Log in or register
3. Click on the "Training" tab
4. Select "Start Product Training Now" link
5. Click the "Register Now" link
6. Enter all fields
7. Click "Create New Account"
8. Browse to find trainings that will work best for your store(s)

SECTION 6: RESOURCES

RESOURCES

- CENEX® HUB
- *IN THE KNOW* E-NEWSLETTER
- FAQs

QUICK REFERENCE GUIDE

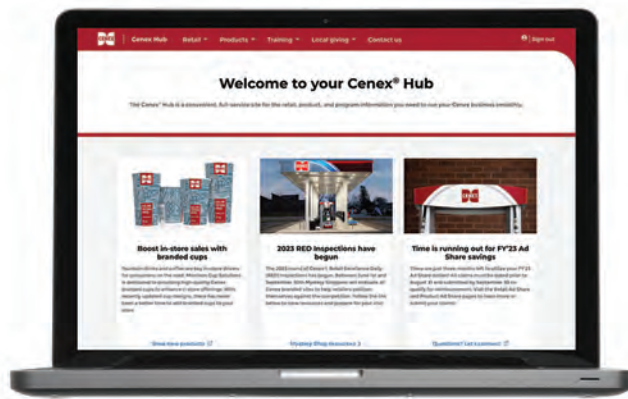
INDEX





Questions? Contact your Cenex Representative or visit cenexhub.com.

CENEX HUB



Cenexhub.com is your one-stop destination to find all the resources to maintain your business.

Bookmark the site on your web browser to access all Cenex-branded product and program information for your business, including:

- Marketing and brand support
- Retail initiatives
- Training resources
- Ad Share support
- RED Inspection guidelines
- Preferred Vendor information

Current MyCHS users can use their existing credentials to easily log in to the Cenex Hub. There is no need to register for a new account. New users can easily register for an account on **cenexhub.com**.

If you have questions about **Cenex Hub** or our branded products and programs, please reach out to your Cenex Representative, use the **Contact Us** feature on Cenex Hub, or email us at **cenexhub@chsinc.com**.

IN THE KNOW E-NEWSLETTER



Stay connected to the latest news and information from Cenex with weekly email updates from the FREE *In The Know* E-Newsletter. Four editions are available monthly, with a different focus each week:

Week 1: Retail Marketing & Operations

Week 2: Payment Solutions

Week 3: Premium Diesel Fuels & Cenex Lubricants

Week 4: Energy Equipment

Subscribe to any or all *In The Know* E-Newsletters online at **retail.chsintheknow.com/subscribe**.

FAQS

WHERE CAN I REVIEW MY AD SHARE BALANCE?

Customers can view their current Cenex® Ad Share funds by visiting the **Ad Share** section under the Retail or Product section on cenexhub.com.

Current MyCHS users can use their existing credentials to easily log in to the Cenex Hub. There is no need to register for a new account.

New users can select the “Register for an Account” link on cenexhub.com and follow the instructions for setting up an account.

If you have questions about **Cenex Hub** or how to view your Ad Share balances, please reach out to your Cenex Representative, use the **Contact Us** feature on Cenex Hub, or email us at cenexhub@chsinc.com.

HOW DO I SUBMIT AN AD SHARE CLAIM?

Claims can be submitted electronically at cenexhub.com or by emailing forms and supporting documents to cenexadshare@chsinc.com. Claim forms and supporting documents may also be printed and mailed to the address listed on the claim form.

HOW DO I ORDER MORE PUMP TOPPERS & SIGNS FOR MY STORE?

Visit cenexshop.com for a variety of pump toppers and store signs — customizable with your own store information. Cenex Shop also carries a variety of items in stock and ready for quick delivery.

WHERE CAN I ORDER MORE GIFT CARDS?

Gift cards, including both jackets and plastics, are FREE and may be ordered online at cenexshop.com.

WHERE CAN I ORDER MORE CREDIT CARD APPLICATIONS?

Credit card applications and acrylic application displays may be ordered online at cenexshop.com.

WHO DO I CONTACT FOR QUESTIONS REGARDING STORE & EVENT MARKETING, CURRENT PROMOTIONS, AD SHARE FUNDS & OUTDOOR ADVERTISING REBATES?

Contact your Cenex Representative or the Cenex Refined Fuels Marketing team at refined.fuelsmarketing@chsinc.com.

QUICK REFERENCE GUIDE

Refined Fuels Marketing

- *Cenex Hub:*
cenexhub.com
- *Cenex Shop:*
cenexshop.com
- *Cenex Ad Share Questions:*
Email cenexadshare@chsinc.com
- *General Marketing Questions:*
Contact your Cenex Representative or email refined.fuelsmarketing@chsinc.com
- *Highway Sign Information:*
interstatelogos.com
- *In the Know E-Newsletter:*
Subscribe at retail.chsintheknow.com/subscribe

Retail Image & Equipment

- *Retail Image & Equipment Questions & Orders:*
800-852-8186, option 4 or email cenex.projects@chsinc.com

Retail Solutions

- *Retail Solutions Questions:*
Email energyretailsolutions@chsinc.com

CHS Payment Solutions

- *Payment Solutions Questions:*
800-852-5301 or email pssupport@chsinc.com
- *In the Know E-Newsletter:*
Subscribe at chspaymentsolutions.chsintheknow.com/subscribe

INDEX

A

Address Verification Service 37
 Ad Share **10-20**, 54
 Ad Share Balances **10**, 54
 Ad Share Eligibility **10**
 AvaLAN **36**

B

Bass Pro Shops® and Cabela's® CLUB
 Mastercard **15**, **27**
 Billboards **14-17**
 Branded Apparel **15**, **20**
 Branded Merchandise & Giveaways **14-15**, **20**
 Branded Petroleum Marketer Agreement (BPMA) **10-11**, **44**

C

C-Store Operational Assessment 48
 C-Store Operations Online Training **48**
 C-Store POS **29**, **33**, **37**
 Canopies **41-43**
 Cenex® Credit Cards **15**, **26-27**
 Cenex Gift Cards **15**, **28**, **54**
 Cenex® Hub **7**, **53**, **54**
 Cenex Premium Diesel Fuels **11**, **15**, **21**, **50**, **53**
 Cenex Roadmaster XL® **21**
 Cenex Shop **15-21**, **54**
 Cenex® TOP TIER™ Detergent Gasoline **15**, **21**, **50**
 Cenex Uniforms **14-15**, **20**
 Cenex® Voyager® Fleet Card **15**, **26**
 CENEXPO 49
 CHS Payment Solutions **25-29**, **33**, **35**, **37**, **53**, **54**
 CHS Retail Solutions **47-50**, **54**
 CHS Retail Business Specialists 47
 Comdata SmartDESQ 33
 Coupons **14-15**, **19**
 Credit Card Applications 54
 Credit Card Rebates 26
 Customer Appreciation Events 20

D

Direct Mail **14-15**, **19**
 Dispensers **34-36**
 Dispenser Connectivity **34-36**
 Dispenser Requirements 34
 Dispenser Technology **34**, **35**, **36**
 DTN Credit Card Settlement Data 29

E

Electronic Message Signs **12**, **43**
 EMV Upgrades **34-36**
 E-Newsletter **53**, **54**
 Event Banners **14-15**
 Event Marketing **20**, **54**
 Event Materials 20

F

Facebook 9
 5-Star Feasibility Study 48
 Food Safety Training Programs 48
 Frequently Asked Questions (FAQS) 54

G

Gasboy Islander PRIME 33
 Gift Cards **14-15**, **28**, **50**, **54**
 Gilbarco Dispenser **35-36**
 Gilbarco Flexpay™ Connect **36**
 Gilbarco Passport® 33
 Grand Opening 20

H

Half Billboards **17**
 Highway Signs **18**, **54**

I

Image Installation 42
 Image Maintenance Plans 42
 Image Sales 41
In the Know E-Newsletter **8**, **53**, **54**
 Instagram 9
 In-store Signs 15

L

Local Store Marketing Guide **8**

M

Merchant Services Online Access (MSOA) **29**, **35**
 MyCHS **7**, **29**, **53**, **54**
 Mystery Shop Program **10**, **44**, **50**

N

NCR RPOS 33

O

Online Advertising 9
 Online Employee Training **28**, **50**
 Outdoor Advertising **16-18**, **54**
 Outdoor Billboards **15-17**, **54**
 Outdoor EMV Building Blocks **34**, **35**

P

Passport® 33
 Paysafe 37
 PCI DSS 37
 PIN Pads 35
 Pinnacle Palm™ 33
 Point-of-Sale Systems **33**
 POS Check 29
 POS Protect + 37
 Powered Locally® **8**
 Preferred Vendor Program 49
 Press Release 15
 Price Signs **41**, **43**
 Print Ads **14-15**, **19**
 Pump Toppers **13-15**, **19**

Q

Quick Reference Guide 54

R

Radio **14-15**, **19**
 Retail Excellence Daily (RED) Mystery Shop Program **10**, **44**, **50**
 Retail Image and Equipment 54
 Retail Specialists **47**
 Retrofit Kits 35
 RubyCi & Commander 33

S

Sales Flyers **14-15**
 ServSafe® Certification 48
 Signage **12**, **14-15**, **41**
 Social Media 9
 Social Media Guidelines 9
 Software Maintenance Program 33
 State Highway Departments 18
 Statement Stuffers 15

T

Technology Rebates 34
 TikTok 9
 Training **7**, **14**, **27-28**, **48**, **50**, **53**
 Triple E 33

U

Uniforms **14-15**, **20**

V

Velocity Check 37
 Verifone® 33
 Voyager® 26
 VX520 Payment Terminal 33

W

Wayne Dispenser **35-36**
 Web Banners **14-15**
 Wireless Connection 36

Y

YouTube 9

