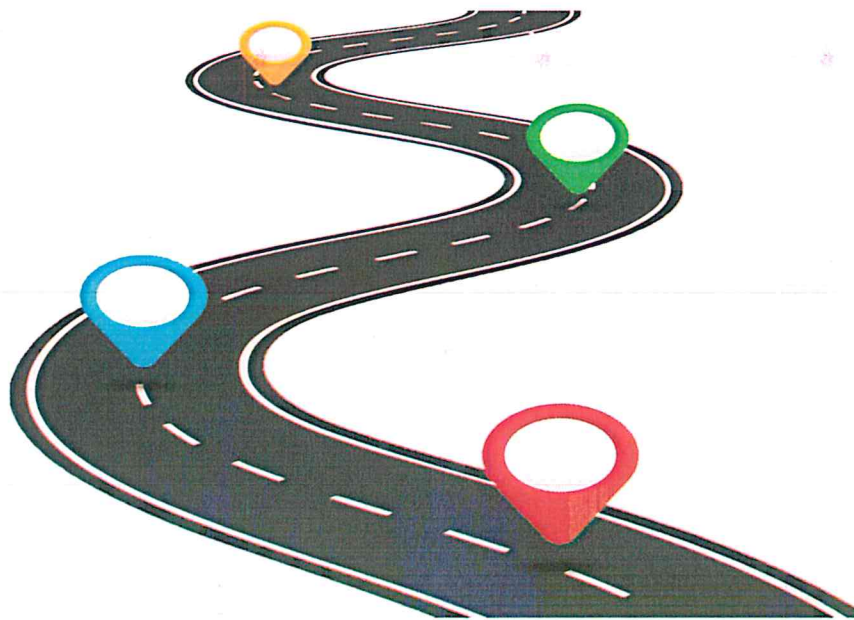




# Roadmap to YOUR Success!



**This Dealer Packet Contains Pertinent Information to Aid in Your Success**



## Welcome to the Valor Family!

Valor Oil, founded in 1966, is a family owned and operated company that values our business partners as family members.

We operate by four core values that drive our company forward and distinguish us in the marketplace. Family, Integrity, Profitability and Safety are not just goals but are the very foundation for how we approach everything we do.

Now that you are a valued business partner and family member, we look forward to assisting you in growing your business to support your loved ones.

Our goal is to empower you to operate your business and help you succeed. This binder is a Roadmap to Your Success. Enclosed you will find a wealth of information that will assist you in these efforts.

We hope you will utilize these tools to elevate you and your business to a level that will surpass your expectations.

Your experience with Valor Oil and our family is our number one priority. Please let us know how we can help.

Thank you again for choosing Valor Oil to be your partner and we look forward to serving you.

Sincerely,

Your Valor Family



## Vendor Contact Phone Numbers

Gilbarco:	1-800-800-7498
Wayne:	1-888-929-6327
Verifone:	1-800-318-5373
Techquidation Scanners:	1-770-843-4305
Hinderliter (Evansville) :	1-812-470-0716
Petro Towery (Louisville):	859-623-8520
Specko (Bowling Green):	615-210-7394
Budke (Cincinnati):	513-923-3330
C & B Signs (Cincinnati):	513-615-6511
Custom Signs (Evansville):	1-866-313-7446
Southern Environmental:	270-783-8151
UST Installation & Construction:	270-779-9129
C Store Values – Site Surveys:	513-986-3312
Neumayer Construction:	800-843-4563
Text Line:	314-772-4062



## Numbers You Need to Know

### Janet Latham

Dispatcher  
Phone: 270-418-3281  
Mobile: 270-231-1296

Dispatch Only

### Brandi Ramirez

Dispatcher  
Phone: 270-713-2018  
Mobile: 270-925-1028

Dispatch Only

### Gina Raley

Fuel Management Specialist  
Phone: 270-663-3207  
Mobile: 270-313-6863

Pricing Only

### Jack Mitchell

Credit Manager  
Phone: 270-594-4102  
Mobile: 812-499-3674

Credit Cards Only

### David Duncan

Maintenance Manager  
Phone: 270-467-4242  
Mobile: 270-991-7932

Maintenance Only

### Kevin Beach

Dealer Sales Manager  
Phone: 270-467-4214  
Mobile: 270-991-7938

### Damon Bail

VP of Retail Operations and Marketing  
Phone: 270-663-3209  
Mobile: 470-808-1540



## Brand Standards

Maintaining brand standards is part of our contractual agreement and partnership.

It is vitally important to keep your store compliant. Once per quarter we will complete a Valor Shop to assist you in making this happen.

Included in this section is a Valor Shop for your review. Please become familiar with the document so you have a thorough understanding of the standards.

If a product is legal to sell in the state of Kentucky then you may sell it in your store, but this does not include pornographic or drug paraphernalia including but not limited to bong, pipes, grinders, etc.





## Mystery Shop Questions

### Brand Compliance, Exterior and Lot Conditions:

1. Is the Primary Oil Company ID brand compliant and is the price sign and poles clean, free of vendor signs cable-tied to the poles and is everything clean and well maintained? Look for rust, missing panels, numbers faded or damaged and any lights out.
2. Is the forecourt area including canopy fascia, poles, dispensers, curbs bollards, forecourt pad, canopy lights, trash cans, brand compliant and clean and well maintained? Look for rust, dirt, excessive stains.
3. Are Dispensers, crind area, and nozzles clean and well maintained and is the current POP on the pump topper correctly displayed at this location?
4. Are all dispensers operational and did the dispenser you used print a receipt?
5. Were squeegees, paper towels, and fresh cleaning fluid available at each island?
6. Was the grass, curbside, landscaping and planter boxes, parking lot, and dumpster area well maintained and free of liter/debris?
7. Is the store front appealing to the customer without excessive window signage and other non-appealing cosmetic deterrents and is paint in good condition?
8. Do you feel safe and secure at the location?
9. Are all fill cap lids on the tank pad area properly painted with no cracks in the lids or any other visible damage and are all fill caps properly placed on the drop tubes?
10. Are vehicle parking striping area clearly marked including ADA required designated handicapped spaces?

### Interior

11. Is the interior of the store clean and well maintained? Look for missing/dirty ceiling tiles, lights out, food service area unclean?
12. Is the store well stocked? Look for credit card brochures, outages on shelves or in coolers, customer deli supplies available?
13. Are the restrooms clean and well maintained? Look for missing supplies, dirty, graffiti, odors, lighting trash and mirror issues.
14. Is the counter/cashier area clean and free of clutter?

### Customer Service:

**15. Was the cashier wearing a uniform or nametag?**

**16. Marathon: Nametag or Marathon shirt or shirt with location name**

**17. Valero: Not required**

**18. Shell: Shell approved collared shirt or Shell apron**

**19. Sunoco: Nametag or Sunoco hat or shirt with location name**

**20. Did the cashier greet the customer in a friendly fashion at the beginning of the transaction?**

**21. Did the cashier thank the customer for their purchase and handle the transaction efficiently?**

**Differentiators:**

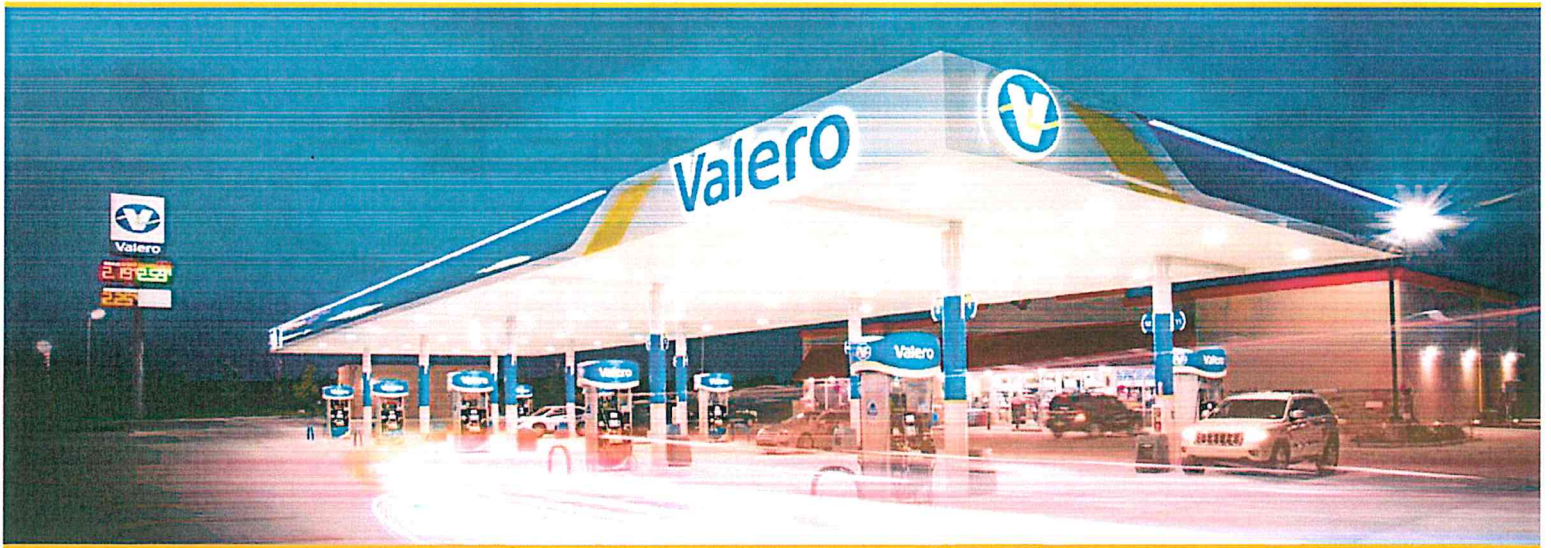
**22. Were drugs, drug magazines, drug paraphernalia, or pornographic materials being merchandised at this location? If Marathon location look for Kratom. Other examples are pipes, bong, one hitters, scales, UPass, etc...**

**Bonus Questions:**

**23. Marathon only: Is Make it Count working at the location and information displayed?**

**24. Shell only: Is Fuel Rewards working at the location and information displayed?**

**25. Sunoco only: Is Sunoco Go Rewards working at location and information displayed?**



# COMMITMENT TO EXCELLENCE GUIDE



2023 Dealer Edition





# INTRODUCTION and table of contents

## THROUGH THE EYES OF THE CONSUMER

Valero's Commitment to Excellence (CTE) Program is designed to give our wholesale branded marketers (distributors and dealers) an objective look at their sites through the eyes of the consumer.

With this in mind, CTE focuses on areas open to consumers' access and awareness that can directly influence their impression of a location as well as the quality of their shopping experience. If this impression and experience are consistently positive, consumers will return to shop Valero sites again and again.

## A CTE PROGRAM OVERVIEW

### PROGRAM BASICS

- A1 CTE Periods | A1 Scoring/Bonus Points
- A2 Penalties | A2 Ipsos | A3 Evaluation Process
- A4 Evaluation Results | A4 Reporting Process | A5 Appeals and Corrections
- A5 Requesting a Re-Shop | A5 Sharing Results with Store Management
- A5 Dealer Access to Wholesale Portal & CTE Website
- A6 Correcting Non-Compliant Issues | A6 Non-Compliant Sites
- A6 Tips for Top Scores and Operational Requirements | A7 Evaluation Form | A12 Authorization Letter

## B EVALUATION

### <Q1-Q6> CUSTOMER SERVICE EXPERIENCE

- B1 Customer Service Requirements | B1 BONUS Points

### <Q7-Q8> IN-STORE: DRUG PARAPHERNALIA & SEXUALLY EXPLICIT MATERIALS

- B2 Drug Paraphernalia/Explicit Materials Requirements
- B2 Examples: Negative Impact to Site

### <Q9-Q12> IN-STORE

- B3 In-Store Requirements | B3 Brand Expectation | B4 Examples: Negative Impact to Site

## **C** EVALUATION continued

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### **<Q13-Q17> RESTROOM**

B5 Restroom Requirements | B5 Brand Expectation

B6 Examples: Negative Impact to Site

### **<Q18-Q24> BUILDING**

B7 Building Requirements | B7 Brand Expectation | B8 Examples: Negative Impact to Site

### **<Q25-Q26> EXTERIOR**

B9 Exterior Requirements | B9 Brand Expectation

B10 Examples: Negative Impact to Site

### **<Q27-Q28> SIGNS**

B11 Sign Requirements | B11 Brand Expectation | B12 Examples: Negative Impact to Site

### **<Q29-Q31> FUEL ISLAND: CANOPY FASCIA**

B13 Canopy Fascia Requirements | B13 Brand Expectation | B13 Temporary Signage

B14 Examples: Negative Impact to Site

### **<Q32-Q40> FUEL ISLAND: UNDERNEATH THE CANOPY**

B15 Under the Canopy Requirements | B15 Brand Expectation | B15 BONUS Points

B16 Examples: Negative Impact to Site

### **<Q41-Q46> FUEL DISPENSER: STRUCTURE**

B17 Fuel Dispenser Requirements | B17 Brand Expectation

B18 Examples: Negative Impact to Site

### **<Q47-Q48> FUEL DISPENSER: GRAPHICS**

B19 Fuel Dispenser Requirements | B19 Brand Expectation

B20 Examples: Negative Impact to Site

### **<Q49-Q50> VALERO BRANDED POP**

B21 Valero POP Requirements | B21 BONUS Points | B22 Brand Expectation

B22 Examples: Negative Impact to Site



# CTE PROGRAM overview

## CTE PERIODS

The CTE calendar year is divided into three evaluation time frames, referred to as periods, each four months long.

- All sites will be evaluated once each period for a total of three times per year.
- Newly branded sites will be added to the list of sites to be evaluated beginning with the next period.
- Cost to distributors is \$70 per shop x 3 = \$210 per year.
- Cost is eligible for 100% reimbursement through the Brand Development Program.

# 1

# 3



# 2

## SCORING/BONUS POINTS

A maximum of 100 points are possible on the CTE Evaluation. Sites must score a minimum of **85** points to pass. Some questions are worth more points based on their level of importance.

- Refer to the “**Base**” column at far right in the CTE Evaluation section for the point value assigned to each question.
- Four “**Bonus**” point questions are also included on the Evaluation Form.
  - Please note, a “No” (non-compliant) response to a bonus question does not result in a loss of points. However, points are awarded for each “Yes” (compliant) response to a bonus question.

Bonus points will only be added to the Overall Score if points are lost due to a “No” response on other questions.

- For example, if a site scores a 98 on the standard questions, but earns a “Yes” response on Q5 worth 1 bonus point and Q6 worth 1 bonus point, the Overall Score would be 100.
- However, if a site earns a score of 100 on the standard questions, and 1 bonus point on Q5 and 1 bonus point on Q6, the Overall Score would still be capped at 100.

MAXIMUM POINTS POSSIBLE

# 100



# 85

MINIMUM POINTS TO PASS

## PENALTIES

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A penalty structure will be implemented for shops that have consecutive failures. Sites that receive a second failure will incur a penalty. In addition, sites will continue to incur a fine upon any subsequent failures per the schedule below.

All fees will be processed 45 days after the end of the current shopping period and the fee will appear on your MSR.

NEW PENALTY STRUCTURE	
Fail Count	Fee Amount
1st	N/A
2nd	\$500.00
3rd	\$1,000.00
4th	\$2,000.00
5th**	\$1,000.00 **After the fourth fail, penalties will increase by \$1,000 for each additional fail.



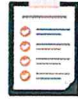
## IPSOS

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Valero partners with Ipsos (a leader in the mystery shopping field) and its nationwide network of auditors to evaluate Valero sites. Please give their representatives consideration and cooperation during the evaluation process.

## CTE EVALUATION PROCESS

**SHOPPER**  
ARRIVES AT  
THE STORE



- An Ipsos shopper arrives **unannounced** and completes the Non-Scored Questions on the Evaluation Form (e.g. Open 24 Hours, ATM Available, QSR in Store, Diesel Fuel Sold).
  - *Non-Scored Questions capture information about each site's services for Valero's Store Locator search feature available to consumers on [valero.com](http://valero.com).*

**SHOPPER**  
MAKES A  
PURCHASE



- The shopper will make a purchase. Following the transaction, the shopper will complete the questions under the **Customer Service Experience** section of the Evaluation Form.
  - *Since employees may change their behavior if they know they are being observed, auditors are instructed to wait until after their transaction is complete before identifying themselves.*

**SHOPPER**  
INTRODUCES  
THEMSELF



- At this point, the auditor will introduce themselves to the manager or employee on duty and present them with the **Valero Site Evaluation Authorization Letter** which explains the purpose of the shopper's visit, and that it is authorized by Valero. An example of the letter is located on page A11.

**SHOPPER**  
COMPLETES THE  
EVALUATION



- The shopper will complete remaining portions of the Evaluation Form, in addition to taking a number of **standard overall site photos**.
- The shopper will also take photos documenting non-compliant issues for all questions receiving a "No" response.
  - *This excludes questions under the Customer Service Experience section involving observations of the cashier, except for Q2 which pertains to the availability of credit card applications on the sales counter or elsewhere in the store within view of customers.*
- The shopper will also make every reasonable effort to avoid taking photos that include recognizable customers or employees.

## CTE EVALUATION PROCESS continued

Shoppers are instructed to approach the evaluation as if they were an average customer. If an average customer would not notice an issue, then it will not be noted. **However, signs of neglect that would be considered obvious and excessive to the average customer will receive a “No” (non-compliant) response resulting in a loss of points.**

- **The CTE Evaluation is not a white-glove inspection.** Normal wear and tear is considered acceptable on things like paved surfaces, fuel dispensers, paint, floors and fixtures.
- **Weather conditions are also factored.** For example, if a snow or thunder storm went by recently, this will be taken into account when evaluating floors in the store or restroom that may show signs of wet or soiled footprints.
- This especially applies to “old” trash on the grounds outside a location that appears weathered, faded and in place for an extended period of time.
- **Dirt is more subjective.** If the average customer would overlook it, then it will not be noted. If it would be considered obvious and excessive by the average customer, it will be rated “No” (non-compliant).



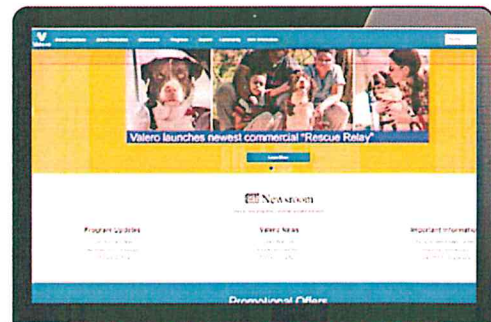
### Important Note: Site Evaluation Access

Site evaluations will be conducted during daylight hours (8 a.m. – 8 p.m.) seven days a week (with a possible night shop), excluding holidays. Evaluations are strictly limited to areas of the site open to the general public. Under **no circumstances** will auditors require access to secured areas of a site such as behind the sales counter, inside the manager’s office or storage rooms.

## CTE EVALUATION RESULTS

After sites have been evaluated, shoppers will upload the results (including overall site photos and photos documenting all non-compliant issues) to the CTE website, accessible through the Wholesale Portal.

- All shops are reviewed to ensure shoppers have complied with proper evaluation procedures.
- Distributors are notified by email when each site evaluation, called a scorecard, has been posted to the CTE website.
- If additional personnel should receive the CTE scorecard, please email that request to [CTEProgram@valero.com](mailto:CTEProgram@valero.com).



## REPORTING PROCESS

Distributors can review shops for each of their sites on the CTE website. **To access, distributors must first log on to Valero’s Wholesale Portal.** This ensures secure access to the CTE Evaluations specific to each distributor. To access:

- Go to [valero.com](http://valero.com) and log on to the Wholesale Portal.
- In the Brand Guidelines drop down menu on your Portal homepage, select “CTE.”
- This will display a page with links to all program documents, as well as a “My CTE Scores” link that accesses the CTE website.

## APPEALS AND CORRECTIONS

Appeals and corrections are welcome on any standard shop, passing or failing. All appeals must be submitted within 30 days of the shop report date. **No appeals will be accepted after the 30 day deadline.**



Correctible items are marked in this guide and in the evaluation form with the yellow circle-C icon shown here. For detailed instructions on submitting an appeal, refer to the Appeals and Corrections PDF on the Wholesale Portal.

## REQUESTING A RE-SHOP

A re-shop is used to dispute the validity of the entire evaluation. Instances where a re-shop appeal should be submitted include, but are not limited to:

- Wrong location was audited
- Site was under construction
- Site has changed ownership
- Photos belong to a different site
- Site was closed
- No fuel available at site

Refer to the Appeals and Corrections PDF on the Wholesale Portal for more details. There may or may not be an additional charge for a re-shop depending on the circumstances.

## SHARING RESULTS WITH STORE MANAGEMENT

A scorecard can be emailed in PDF form directly from the CTE website. Refer to the Scorecard on the Wholesale Portal for more details. Scorecard results, along with overall site photos and photos documenting non-compliant issues, are also included on the PDF.

To request a site edition or to receive scorecards at the site level/Dealer level, email [CTEProgram@valero.com](mailto:CTEProgram@valero.com).



## DEALER ACCESS TO WHOLESALE PORTAL & CTE WEBSITE

Dealers can request access to the Wholesale Portal. Requests are approved by Contract Administration after validating user identity with the distributor. Dealers will have access to helpful documents such as the most recent evaluation and the CTE Dealer Guide.

Once the dealer has access to the Portal, they can access the CTE website. The dealer's view is limited on the CTE website:

- Dealers will only see information for their site(s). They cannot view other sites in the distributorship.
- **Dealers are unable to submit appeals.** Appeals are encouraged on any shop, but must be completed by the distributor.

# HELP CORRECTING NON-COMPLIANT ISSUES

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To help correct non-compliant issues, the first step is sharing evaluation results with store management, including photos of non-compliant issues. Only items specifically marked with the “C” symbol are correctable.

Communicate specific steps they can take to address areas such as maintenance that may have been non-compliant, but relatively quick and easy to resolve. For more complex issues such as damage to ID/price signs, fuel dispensers, canopy/building fascias and paint treatments:

- Visit **Valero eSource** via the Wholesale Portal where you can shop from a large assortment of store equipment, supplies and Valero brand image materials at competitive prices. Additional information on eSource is available in the Document Library on the CTE website.
- For additional information, contact your Project Manager or Territory Sales Manager.

# NON-COMPLIANT SITES

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A site can fail its CTE shop based on a failing score of under 85, called a Standard Failure, or a Synthetic Drug or Drug-Like Substance Failure. Synthetic Drug or Drug-Like Substance failures count toward the site’s overall fail count that can lead to termination.

- Standard Failures are given the opportunity to correct non-compliant issues before their next evaluation via the Appeals and Corrections Process.
- For additional information on Synthetic and Drug-Like Substances, please refer to page B1.

# TIPS TO ENSURE TOP SCORES ON YOUR CTE EVALUATIONS

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- Make it a priority to share the CTE Dealer Guide with employees so they become thoroughly familiar with the criteria used to evaluate sites.
- Conduct an audit of your site(s) with employees using the CTE Evaluation Form, especially as it applies to each individual’s primary duties, whether they include waiting on customers, stocking shelves, cleaning restrooms, maintaining fuel islands and pumps or all of the above.
- When delegating tasks, use the CTE Evaluation Form as a checklist to help employees focus on areas of the operation open to customer access and awareness that can directly influence their decision of whether or not to return.
- Ensure the CTE Evaluation is part of every new employee’s training. Doing so will quickly get them up to speed in terms of what is expected of their performance ensuring each and every customer has an excellent shopping experience.

# OPERATIONAL REQUIREMENTS

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The CTE Program is designed to evaluate certain customer experience-related requirements set forth in the VMSC Basic Operational Requirements, the current version of which can be found on the Wholesale Portal (the “Operational Requirements”). You are required under the terms of your branded supply agreement to comply fully with the Operational Requirements at all branded stations at all times, regardless whether the CTE Evaluation addresses any particular item set forth in the Operational Requirements.



## EVALUATION FORM

### CtE EVALUATION

Valero • Diamond Shamrock • Shamrock • Beacon

### COMMITMENT to EXCELLENCE

**40 PTS / 60 PTS  
BACKCOURT / FORECOURT**

CUSTOMER SERVICE EXPERIENCE		Shopper Pick List	Base
Q1	Was the cashier friendly and courteous throughout your visit and transaction?		1
Q2	Were Valero Credit Card Invitations to Apply (ITAs) available?		1
Q2a	If Q2 is No, please explain why (check all that apply).	<input type="checkbox"/> ITAs were not within view of customers <input type="checkbox"/> ITAs were not current <input type="checkbox"/> ITAs were not available	
Q3	Did the attendant promote the ValeroPay+ app when checking out?		1
Q4	Did the cashier wear a neat and clean uniform?		1
Q5	<b>Bonus:</b> Did the cashier wear a name tag or have his/her name embroidered on shirt? (If Yes, award 1 bonus point.)		0
Q6	<b>Bonus:</b> Was there any in-store ValeroPay+ advertisement visible? (If Yes, award 1 bonus point)		0
<b>CUSTOMER SERVICE Subtotal: %</b>			<b>4</b>
IN-STORE		Shopper Pick List	Base
Q7	<b>Store is free from the sale of Synthetic or Drug-like substances, and drug paraphernalia of any kind?</b> (If a store is not at this location, check N/A.)		5
Q8	<b>Store is free from the sale of sexually explicit materials including, but not limited to, magazines, DVDs/CDs, or enhancement supplement labels depicting full nudity or graphic sexual content.</b> (If a store is not at this location, check N/A.)		2
Q9	Floors are free of damage. (If a store is not at this location, check N/A.)		(C) 1
Q9a	If Q9 is No, please explain why (check all that apply).	<input type="checkbox"/> Floors are excessively damaged <input type="checkbox"/> Other	
Q10	Aisles and floors are clean and clutter-free. (If a store is not at this location, check N/A.)		1
Q10a	If Q10 is No, please explain why (check all that apply).	<input type="checkbox"/> Aisles are cluttered/obstructed <input type="checkbox"/> Floors have excessive litter <input type="checkbox"/> Floors are excessively dusty/dirty/stained <input type="checkbox"/> Floors have excessive spills <input type="checkbox"/> Other	
Q11	Ceilings are clean and free of damage. (If a store is not at this location, check N/A.)		(C) 1
Q11a	If Q11 is No, please explain why (check all that apply).	<input type="checkbox"/> Ceilings have obvious signs of structural damage <input type="checkbox"/> Ceilings have multiple missing panels <input type="checkbox"/> Ceilings have excessive water stains/mold <input type="checkbox"/> Dirt/dust residue is present on vents <input type="checkbox"/> Ceilings have excessive chipped or peeling paint <input type="checkbox"/> Other	
Q12	All overhead light fixtures are in working order.		(C) 2
<b>IN-STORE Subtotal: %</b>			<b>12</b>

# CTE PROGRAM OVERVIEW

RESTROOM	Shopper Pick List	Base
Q13	If there is a restroom, it is available to customers. (If restroom does not exist, check N/A and skip Q14-17a.)	<b>2</b>
Q13a	If Q13 is No, please explain why (check all that apply). <input type="checkbox"/> Restroom is out-of-order <input type="checkbox"/> Restroom is unavailable to customers <input type="checkbox"/> Other	
Q14	Restroom light fixtures are in working order.	<b>C 3</b>
Q15	Overall, restroom is free of damage.	<b>C 3</b>
Q15a	If Q15 is No, please explain why (check all that apply). <input type="checkbox"/> Ceiling is excessively damaged <input type="checkbox"/> Doors are excessively damaged (includes entrance and stall doors) <input type="checkbox"/> Floors are excessively damaged <input type="checkbox"/> Walls are excessively damaged <input type="checkbox"/> Mirrors are excessively damaged <input type="checkbox"/> Trash can is damaged or not available <input type="checkbox"/> Toilet or urinal is excessively damaged <input type="checkbox"/> Sink is excessively damaged <input type="checkbox"/> Graffiti is present <input type="checkbox"/> Other	
Q16	Restroom is clean.	<b>3</b>
Q16a	If Q16 is No, please explain why (check all that apply). <input type="checkbox"/> Sinks are excessively dirty <input type="checkbox"/> Toilets/Urinals are excessively dirty <input type="checkbox"/> Floor is excessively dirty <input type="checkbox"/> Wall is excessively dirty <input type="checkbox"/> Door is excessively dirty <input type="checkbox"/> Ceiling is excessively dirty <input type="checkbox"/> Trash can is overflowing <input type="checkbox"/> Standing water is on the floor <input type="checkbox"/> Cleaning supplies are not properly stored <input type="checkbox"/> Other	
Q17	Restroom is stocked with toilet paper, soap or hand sanitizer, and paper towels or a functioning hand dryer.	<b>1</b>
Q17a	If Q17 is No, please explain why (check all that apply). <input type="checkbox"/> Toilet paper is not available <input type="checkbox"/> Soap or hand sanitizer is not available <input type="checkbox"/> Paper towels are not available <input type="checkbox"/> Hand dryer is not functioning <input type="checkbox"/> Other	
<b>RESTROOM Subtotal: %</b>		<b>12</b>
BUILDING	Shopper Pick List	Base
Q18	Building exterior (including walls, doors, windows, and fascia) is free of damage.	<b>C 2</b>
Q18a	If Q18 is No, please explain why (check all that apply). <input type="checkbox"/> Fascia is excessively damaged <input type="checkbox"/> Walls have excessive structural damage <input type="checkbox"/> Walls have excessively chipped or peeling paint <input type="checkbox"/> Graffiti is present <input type="checkbox"/> Door or window glass is cracked or broken <input type="checkbox"/> Other	
Q19	Building exterior (including walls, doors, windows, and fascia) is clean.	<b>1</b>
Q19a	If Q19 is No, please explain why (check all that apply). <input type="checkbox"/> Fascia is excessively dirty <input type="checkbox"/> Walls are excessively dirty <input type="checkbox"/> Doors are excessively dirty <input type="checkbox"/> Windows are excessively dirty <input type="checkbox"/> Other	
Q20	Lights on the outside of the building are free from damage/obvious signs of broken fixtures. (If lights on building do not exist, check N/A.)	<b>C 2</b>
Q21	All paved surfaces - including sidewalks and the parking lot - are free of damage or other hazards.	<b>C 3</b>
Q21a	If Q21 is No, please explain why (check all that apply). <input type="checkbox"/> Parking lot surface excessively damaged - potholes or missing concrete <input type="checkbox"/> Other parking lot surface hazards - excessive oil stains, etc. <input type="checkbox"/> Painted parking lines or handicap area faded or difficult to distinguish <input type="checkbox"/> Sidewalks surrounding the building are excessively damaged - potholes or missing concrete <input type="checkbox"/> Other sidewalk hazards - excessive oil stains, etc. <input type="checkbox"/> Other	

## EVALUATION FORM continued

BUILDING continued	Shopper Pick List	Base
Q22 All paved surfaces - including sidewalks and the parking lot - are clean and free of excessive litter or other unsightly elements.		<b>1</b>
Q22a If Q22 is No, please explain why (check all that apply).	<input type="checkbox"/> Sidewalks surrounding the building contain excessive litter, excessively overgrown weeds or other dirt <input type="checkbox"/> Parking lot contains excessive litter, excessively overgrown weeds or other elements <input type="checkbox"/> Other	
Q23 Curbs and bollards surrounding building are free of damage and chipped/peeling paint. (If curbs and bollards do not exist, check N/A.)		<b>C 2</b>
Q23a If Q23 is No, please explain why (check all that apply).	<input type="checkbox"/> Bollard is excessively damaged <input type="checkbox"/> Bollard is excessively missing paint <input type="checkbox"/> Curb is excessively damaged <input type="checkbox"/> Curb is excessively missing paint <input type="checkbox"/> Other	
Q24 Curbs and bollards surrounding building are clean. (If curbs and bollards do not exist, check N/A.)		<b>1</b>
Q24a If Q24 is No, please explain why (check all that apply).	<input type="checkbox"/> Bollard is excessively dirty or displays other unsightly residue <input type="checkbox"/> Curb is excessively dirty or displays other unsightly residue <input type="checkbox"/> Other	
<b>BUILDING Subtotal: %</b>		<b>12</b>
EXTERIOR – Landscape and Drive	Shopper Pick List	Base
Q25 Exterior property areas are maintained and free of excessive litter, excessive weeds or unsightly elements.		<b>2</b>
Q25a If Q25 is No, please explain why (check all that apply).	<input type="checkbox"/> Excessive litter surrounding paved areas <input type="checkbox"/> Excessively overgrown weeds/grass in the landscape or paved areas <input type="checkbox"/> Trees/plants/shrubs are excessively overgrown <input type="checkbox"/> Plants appear to be dead or dying (excluding seasonal plants) <input type="checkbox"/> Other	
Q26 Area lighting is free from damage or obvious signs of broken light fixtures. This does not apply to the building and canopy. (If area lighting does not exist, check N/A.)		<b>C 3</b>
<b>EXTERIOR Subtotal: %</b>		<b>5</b>
SIGNS	Shopper Pick List	Base
Q27 Any price sign pole, frame and face - including high rise signs, branded with Valero, Diamond Shamrock, Shamrock or Beacon - are clean and free of damage and properly painted. (If ID/price signs do not exist, check N/A.)		<b>C 3</b>
Q27a If Q27 is No, please explain why (check all that apply).	<input type="checkbox"/> Price signs are not branded with Valero/Diamond Shamrock/Shamrock/Beacon <input type="checkbox"/> Price signs have obvious damage to sign faces and/or sign frames <input type="checkbox"/> Price sign poles have obvious damage <input type="checkbox"/> High rise signs have obvious damage to sign faces and/or sign frames <input type="checkbox"/> High rise sign poles have obvious damage <input type="checkbox"/> Graffiti is present <input type="checkbox"/> Price sign faces and/or frames are excessively dirty or poorly maintained <input type="checkbox"/> Price sign poles are excessively dirty or poorly maintained <input type="checkbox"/> High rise faces and/or frames are excessively dirty or poorly maintained <input type="checkbox"/> High rise sign poles are excessively dirty or poorly maintained <input type="checkbox"/> Other	
Q28 Fuel product names and legitimate fuel prices are clearly posted with no missing letters or numbers. (If ID/price signs do not exist, check N/A.)		<b>2</b>
Q28a If Q28 is No, please explain why (check all that apply).	<input type="checkbox"/> Fuel product names are missing letters <input type="checkbox"/> Fuel prices are missing numbers <input type="checkbox"/> Fuel prices are not legitimate <input type="checkbox"/> Other	
<b>SIGNS Subtotal: %</b>		<b>5</b>

# CTE PROGRAM OVERVIEW

FUEL ISLANDS	Shopper Pick List	Base
Q29	Canopy fascia and graphics are free of damage. (If canopy or graphics do not exist, check N/A.)	<b>C</b> 3
Q29a	If Q29 is No, please explain why (check all that apply). <input type="checkbox"/> Canopy fascia is missing section(s) <input type="checkbox"/> Canopy fascia has large dents or gouges <input type="checkbox"/> Canopy fascia graphics have large cracks <input type="checkbox"/> Canopy fascia graphics are peeling <input type="checkbox"/> Other	
Q30	Canopy fascia and graphics are clean. (If canopy and graphics do not exist, check N/A.)	<b>C</b> 2
Q30a	If Q30 is No, please explain why (check all that apply). <input type="checkbox"/> Canopy fascia is excessively dirty or poorly maintained <input type="checkbox"/> Canopy fascia graphics are excessively dirty or poorly maintained <input type="checkbox"/> Other	
Q31	No temporary signage is present.	2
Q31a	If Q31 is No, please explain why (check all that apply) <input type="checkbox"/> On canopy fascia <input type="checkbox"/> On branded price sign pole <input type="checkbox"/> On dispenser (excluding "Out of Order" nozzle bag)	
Q32	Canopy columns are free of damage. (If canopy does not exist, check N/A.)	<b>C</b> 2
Q32a	If Q32 is No, please explain why (check all that apply). <input type="checkbox"/> Canopy columns are excessively damaged <input type="checkbox"/> Canopy columns have excessive rust <input type="checkbox"/> Canopy column paint is excessively chipped, peeling or faded <input type="checkbox"/> Pump numbers are excessively damaged <input type="checkbox"/> Other	
Q33	Canopy columns are clean.	2
Q34	Curbs and bollards surrounding fuel islands are free of damage and chipped/peeling paint. (If curbs and bollards do not exist, check N/A.)	<b>C</b> 3
Q34a	If Q34 is No, please explain why (check all that apply) <input type="checkbox"/> Bollard is excessively damaged <input type="checkbox"/> Bollard is excessively missing paint <input type="checkbox"/> Curb is excessively damaged <input type="checkbox"/> Curb is excessively missing paint <input type="checkbox"/> Other	
Q35	Curbs and bollards surrounding fuel islands are clean. (If curbs and bollards do not exist, check N/A.)	2
Q35a	If Q35 is No, please explain why (check all that apply) <input type="checkbox"/> Bollard is excessively dirty or displays other unsightly residue <input type="checkbox"/> Curb is excessively dirty or displays other unsightly residue <input type="checkbox"/> Other	
Q36	Lights under canopy are free of damage or obvious signs of broken fixtures.	<b>C</b> 2
Q37	Lights under canopy are clean and free of insects and dirt. (If canopy does not exist, check N/A.)	2
Q37a	If Q37 is No, please explain why (check all that apply) <input type="checkbox"/> Lights under canopy are excessively dirty <input type="checkbox"/> Lights under canopy have excessive amounts of insects, etc. contained within <input type="checkbox"/> Lights under canopy have bird nests contained within <input type="checkbox"/> Other	
Q38	Waste cans are present on each fuel island and are clean, maintained and not overflowing. Each is stocked with paper towels, squeegee and clean windshield liquid.	3
Q38a	If Q38 is No, please explain why (check all that apply). <input type="checkbox"/> Waste can is not available at each fuel island <input type="checkbox"/> Waste can is excessively overflowing <input type="checkbox"/> Waste can is excessively dirty <input type="checkbox"/> Waste can is excessively damaged <input type="checkbox"/> Windshield wash liquid is dirty or not available <input type="checkbox"/> Squeegee is unavailable or not in usable condition <input type="checkbox"/> Paper towels are not available <input type="checkbox"/> Other	
Q39	<b>Bonus:</b> Is there either any hand sanitizer or gloves available in the fueling area? (If Yes, award 1 bonus point.)	0
Q40	Canopy decking is clean and free of damage and chipped/peeling paint. (If canopy does not exist, check N/A.)	<b>C</b> 3
Q40a	If Q40 is No, please explain why (check all that apply). <input type="checkbox"/> Canopy decking is excessively damaged <input type="checkbox"/> Canopy decking has excessive rust <input type="checkbox"/> Canopy decking has excessively chipped/peeling paint <input type="checkbox"/> Canopy decking is excessively dirty <input type="checkbox"/> Other	
<b>FUEL ISLANDS Subtotal: %</b>		<b>26</b>

# CTE PROGRAM OVERVIEW

## EVALUATION FORM continued

FUEL DISPENSERS		Shopper Pick List	Base
Q41	Does the fuel dispenser Payment Card Reader you used function properly and print a receipt?		<b>2</b>
Q41a	If Q41 is No, please explain why (check all that apply)	<input type="checkbox"/> Payment Card Reader does not function properly <input type="checkbox"/> Receipt does not print <input type="checkbox"/> Other	
Q42	Is the dispenser display screen/pin pad in working order with fully functional buttons?		<b>C 3</b>
Q42a	If Q42 screen/pad damage is No, please explain why (check all that apply).	<input type="checkbox"/> Display screen not functioning (blank or error screen, etc.) <input type="checkbox"/> Display screen glass cracked, shattered, faded, or hazy <input type="checkbox"/> Graffiti is present on display screen <input type="checkbox"/> Pin Pad Button(s) not functioning, damaged, or missing <input type="checkbox"/> Pin Pad Button(s) decals missing, torn or peeling <input type="checkbox"/> Other	
Q43	Are the Dispenser Screen and Pin Pad/Buttons free of dirt or other residue?		<b>2</b>
Q43a	If Q43 screen/pad clean is No, please explain why (check all that apply).	<input type="checkbox"/> Display screen dirty <input type="checkbox"/> Display screen has adhesive/residue obscuring visibility <input type="checkbox"/> Pin Pad/Button(s) dirty <input type="checkbox"/> Pin Pad/Button(s) contain adhesive/residue <input type="checkbox"/> Other	
Q44	All dispensers have no obvious signs of excessive damage.		<b>C 4</b>
Q44a	If Q44 is No, please explain why (check all that apply).	<input type="checkbox"/> Door skin excessively dented or damaged <input type="checkbox"/> Bonnet is excessively dented or damaged <input type="checkbox"/> Riser is excessively dented or damaged <input type="checkbox"/> No hose available <input type="checkbox"/> Graffiti is present <input type="checkbox"/> Other	
Q45	All dispensers, fuel nozzles, including nozzle covers are clean.		<b>4</b>
Q45a	If Q45 is No, please explain why (check all that apply).	<input type="checkbox"/> Dispensers are excessively dirty <input type="checkbox"/> Dispensers have excessive oily residue <input type="checkbox"/> Dispensers have excessive stains <input type="checkbox"/> Fuel nozzles covers are excessively dirty <input type="checkbox"/> Fuel nozzles covers have excessive oily residue <input type="checkbox"/> Fuel nozzles covers have excessive stains <input type="checkbox"/> Other	
Q46	Fuel nozzles, including nozzle covers, are functioning and free of damage.		<b>C 4</b>
Q46a	If Q46 is No, please explain why (check all that apply).	<input type="checkbox"/> Fuel nozzles/covers are missing <input type="checkbox"/> Fuel nozzles are not functioning properly and not properly bagged <input type="checkbox"/> Fuel nozzles/covers are damaged <input type="checkbox"/> Other	
Q47	All dispensers and bonnets have Valero, Diamond Shamrock, Shamrock, or Beacon branding present, and all decals and graphics are free of damage.		<b>C 2</b>
Q47a	If Q47 is No, please explain why (check all that apply).	<input type="checkbox"/> Dispenser graphic/decals is excessively faded, cracked or peeling <input type="checkbox"/> Valero/Diamond Shamrock/Shamrock/Beacon branding is missing <input type="checkbox"/> Bonnet graphic/decals is excessively faded, cracked or peeling <input type="checkbox"/> Authorized decals on riser are faded, cracked or peeling <input type="checkbox"/> Advertisement on riser <input type="checkbox"/> Unightly, unapproved decals <input type="checkbox"/> Other	
Q48	A Top Tier Decal is present on each gasoline dispenser.		<b>1</b>
<b>FUEL DISPENSERS Subtotal: %</b>			<b>22</b>
VALERO BRAND PROMOTIONAL POP		Shopper Pick List	Base
Q49	Valero POP features current quarterly promotion, is in good condition and is properly displayed.		<b>2</b>
Q49a	If Q49 is No, please explain why (check all that apply).	<input type="checkbox"/> POP is present, but not correct <input type="checkbox"/> POP is not present <input type="checkbox"/> Other	
Q50	<b>Bonus:</b> Did the location have any advertising in the fueling area promoting the ValeroPay+ app? (If Yes, award 1 bonus point)		<b>0</b>
<b>VALERO PROMOTIONAL POP Subtotal: %</b>			<b>2</b>

## AUTHORIZATION LETTER



**COMMITMENT**  
to **EXCELLENCE**

December 1, 2022

**To:** All Valero, Diamond Shamrock, Shamrock, and Beacon Locations  
**From:** Valero Marketing and Supply Company  
**Subject:** Valero Site Evaluation – Authorization Letter for Ipsos Representatives  
**Date:** Effective January 1, 2023

Valero has authorized Ipsos and its representatives to evaluate all Valero, Diamond Shamrock, Shamrock, and Beacon branded locations. Please provide this representative with your consideration and cooperation during the evaluation process, which involves taking pictures of your location and answering multiple questions about your facility. A leave-behind of the 2023 Evaluation Form is enclosed.

The evaluation is limited to publicly accessible areas. At no time will this representative require access to secured areas of your location, such as behind the sales counter, manager’s office, or storage rooms. **If there are any questions or concerns, please contact your Fuel Distributor.**

We appreciate your assistance with this evaluation, and we thank you for your continued business and support.

Sincerely,

Valero Wholesale Marketing

The training guide is a 2x5 grid of steps. Each step includes a title, a brief description, and a small illustrative image. The steps are: STEP 1: Customer service requires driver to download the ValeroPay+ mobile app; STEP 2: Customer informs the CSR they want to pay using the ValeroPay+ mobile app; STEP 3: Customer will select the Pay In Store button in the app; STEP 4: Customer will select the preferred method of payment in the app; STEP 5: Customer will select Generate Code button; STEP 6: A QR code will generate and customer will present it to the CSR; STEP 7: CSR will select the app to scan button on the POS system; STEP 8: CSR will scan the QR code displayed on the customer's phone; STEP 9: Customer receives their receipt in the app; STEP 10: Customer scans APPV scan tag.

Click on the QR code below to see how Beverly Thompson, owner of Bev's Convenience Store in Ponder, TX, is building loyalty every day with the ValeroPay+ app!



Valero Marketing and Supply Company  
Post Office Box 696000 • San Antonio, Texas 78269-6000 • Telephone (210) 345-2000



# EVALUATION sections

## <Q1-Q6> CUSTOMER SERVICE EXPERIENCE

### Customer Service Requirements

4PTS AVAILABLE + BONUS

- Cashiers are friendly and courteous
- Valero Credit Card ITAs are displayed on the counter
- Attendant promoted the ValeroPay+ app
- Cashier's attire is neat and clean

### BONUS Points

- Cashier is wearing a uniform, name tag, or name is embroidered
- ValeroPay+ in-store advertisement is visible



### DID YOU KNOW?

**Valero ITAs** change periodically, usually quarterly. Sites are responsible for ensuring they have the current, approved forms displayed on the sales counter or within view of customers. Current form information can be found on the Wholesale Portal.

+

**Valero-approved apparel** can be ordered from the Valero Brand Connections<sup>SM</sup> page accessible through the Wholesale Portal. Items can be shipped directly to your locations!



### MINDFUL tips

Treat customers like they are your guests.

Be attentive, courteous and presentable.



**DID YOU KNOW?**

**Failure of Q8** regarding presence of sexually explicit materials forfeits all bonus points earned.

+

Magazines such as Sports Illustrated and Maxim, condoms, and enhancement supplements that do not depict nudity **are permitted.**

# <Q7-Q8> IN-STORE: DRUG PARAPHERNALIA & SEXUALLY EXPLICIT MATERIALS

## In-Store Requirements

**7PTS AVAILABLE**

- Store is free from the sale of Synthetic or Drug-like substances and drug paraphernalia
- Store is free from the sale of sexually explicit materials

## Synthetic Drug Guidelines

The following are not inclusive of all drug-like substances, but are intended to act as a guide. Non-compliant items include drug-like substances that may or may not be illegal in the jurisdiction of the store.

- Synthetic Marijuana – labels including the words, but not limited to Spice, Potpourri, K1, K2, K3, Kronik, Scooby Snacks
- Synthetic Cathinones – labels including the words, but not limited to Khat, Bath Salts, Jewelry Cleaner, Plant Food, Phone Screen Cleaner

## Negative Impact to Site



### DRUG PARAPHERNALIA



### SEXUALLY EXPLICIT MATERIALS



### SYNTHETIC MARIJUANA



### SYNTHETIC CATHINONES



### Important Note: Sexually Explicit Materials



Vitamins or supplements that are advertised as enhancement supplements and depict nudity or sexually explicit graphics are prohibited. Brands including, but not limited to, Libi-X, Black Cobra, Black Mamba, PremierZEN, etc. are all considered prohibited.

Sexually explicit magazines are prohibited, even if the cover and/or title is blacked out or covered up.



## <Q9-Q12> IN-STORE

### In-Store Requirements

5PTS  
AVAILABLE

- Floors are free of damage
- Aisles and floors are clean and clutter-free
- There is no visible damage to floors
- Ceilings are clean and free of damage
  - *Ceilings should be free of obvious signs of structural damage, missing panels, excessive water stains, mold or chipped/peeling paint*
- Overhead lights are turned on and in working order



### DID YOU KNOW?

You can **replace old shelving** and other store fixtures by shopping at **Valero eSource**, accessible through the Wholesale Portal.

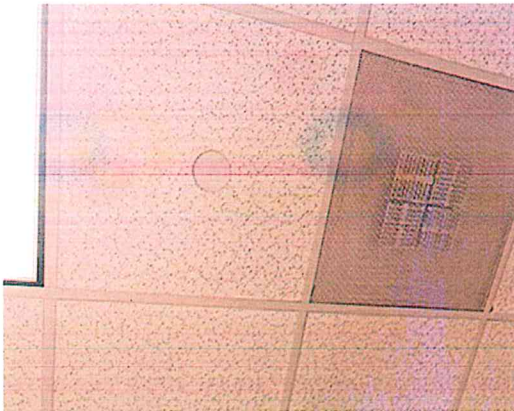
C

Q9, Q11 & Q12



### Brand Expectation

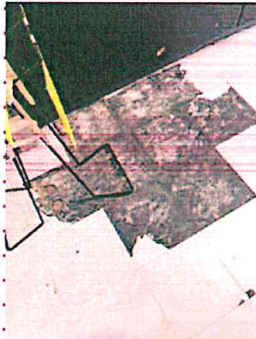
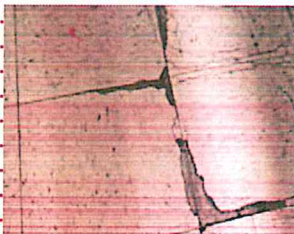
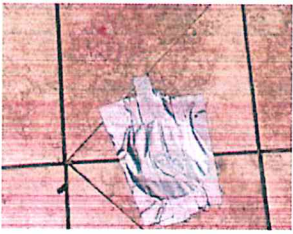
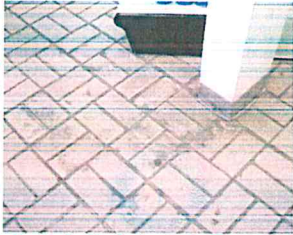
CEILING CONDITION



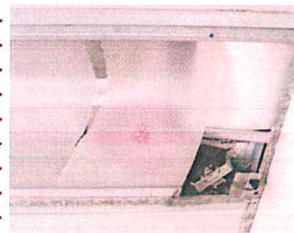


### Negative Impact to Site

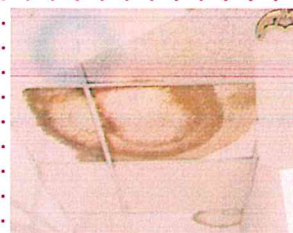
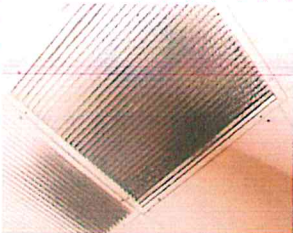
AISLES & FLOORS



OVERHEAD LIGHTS



CEILINGS



## <Q13-Q17> RESTROOM

### Restroom Requirements

- If restroom is present, it is available to customers
- Light fixtures are in working order
- Overall restroom is free of damage
- Restroom is clean
- Restroom is stocked with toilet paper, soap or hand sanitizer, and paper towels or a functioning hand dryer

12PTS  
AVAILABLE

**C** Q14 & Q15



### DID YOU KNOW?

If there is signage directing customers to a **portable restroom** located on-site, that restroom will be evaluated.

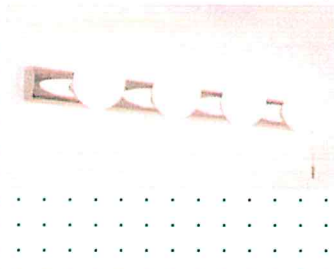
+

**If there is no restroom**, auditors will check N/A for Q13 and skip Q14-Q17. Points for these questions will not count toward the overall score, and all other applicable point values will be adjusted accordingly.

### Brand Expectation



WORKING LIGHT FIXTURES



CLEAN RESTROOMS, FREE OF GRAFFITI, LITTER AND DAMAGE



# EVALUATION SECTIONS



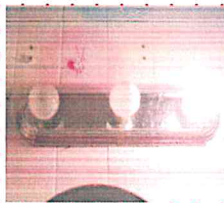
When restrooms are available, clean, and properly stocked, CSAT scores like Likelihood to Return to or Recommend the Brand can increase by up to +30%.

Source: BRAND C Impact Statements 2018

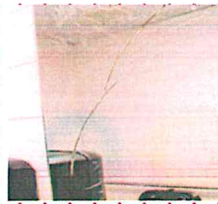
## Negative Impact to Site



### RESTROOM UNAVAILABLE, LIGHT FIXTURES NOT IN WORKING ORDER



### RESTROOM DAMAGE & GRAFFITI



### RESTROOM IS CLEAN



### Important Note: Restroom Availability

If a restroom is present, but is out-of-order or otherwise unavailable to customers, auditors will check "No" on Q13 resulting in a loss of two points, while skipped questions Q14-Q17a will have point values of zero and will not count toward the overall score. Employee only restrooms that are not located within customers' view (i.e. in a storage area, or in an employee only area) will be marked "N/A."

## <Q18-Q24> BUILDING

### Building Requirements

- Building exterior free of damage
- Exterior walls, doors, windows and fascia are clean
- All paved surfaces, including sidewalks and parking lot, are free of damage or other hazards
- All paved surfaces are clean and free of excessive litter or unsightly elements
- Building light fixtures are free of damage
- Curbs and bollards surrounding the building are clean and free of damage

**12PTS**  
AVAILABLE



### DID YOU KNOW?

**A large pothole** is defined as larger than a 3" three-ring binder.

+

**Drive surfaces** include approaches to the drive and pads under the canopy.

**C**

Q18, Q20, Q21 & Q23

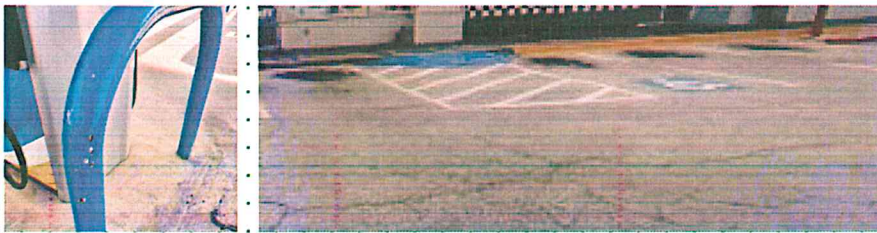


### Brand Expectation

CURBS & BOLLARDS SURROUNDING THE BUILDING



PARKING SPACE STRIPING & HANDICAP PARKING MARKS

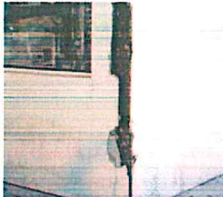
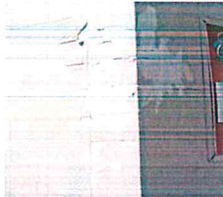
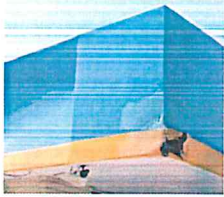


Valero eSource is the perfect destination to stock up on cleaning supplies and maintenance items such as paint.

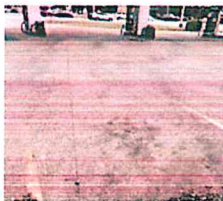
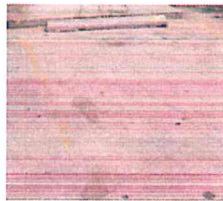
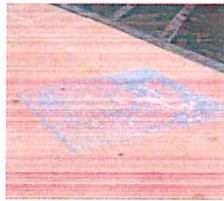
Negative Impact to Site



FASCIA & WALLS



PARKING SPACES



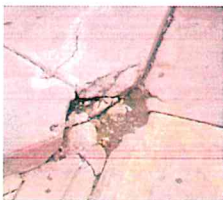
LIGHTS ON BUILDING



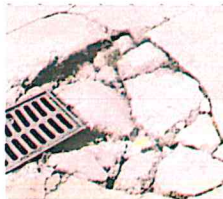
SURROUNDING SIDEWALKS



CURBS & BOLLARDS



DRIVE SURFACES




# <Q25-Q26> EXTERIOR

## Exterior Requirements

- Exterior property areas are maintained and free of excessive litter, excessive weeds or unsightly elements
- Area lighting has no broken fixtures

5PTS AVAILABLE

C Q26



**DID YOU KNOW?**

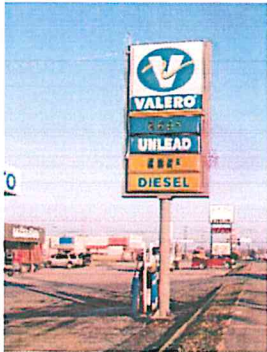
**Landscape** includes grass, bushes, trees and other plants.

+

**Excessive litter** is defined as more than a sandwich bag full.

## Brand Expectations

EXTERIOR AREA MAINTAINED



AREA LIGHTING WITH NO BROKEN FIXTURES



**MINDFUL tips**

Making everything sparkle on the outside will have a positive impact on your customers and those passing by your site.

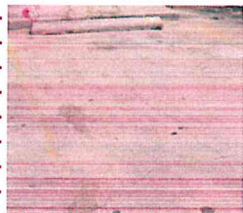
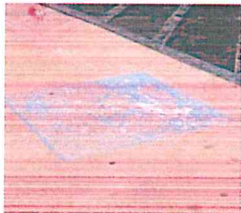
Negative Impact to Site



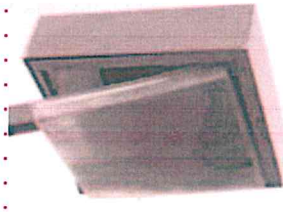
LANDSCAPING



PARKING SPACES



AREA LIGHTING





## <Q27-Q28> SIGNS

### Sign Requirements

- Any price sign pole, frame and face are clean and free of damage
- Fuel product names and legitimate fuel prices must be clearly posted with no missing letters or numbers

5PTS  
AVAILABLE

C Q27



**DID YOU KNOW?**

All ID/price signs on the property will be reviewed.

+

It is not acceptable to display "0.00" for a posted fuel price.

### Brand Expectation



SIGN FACES



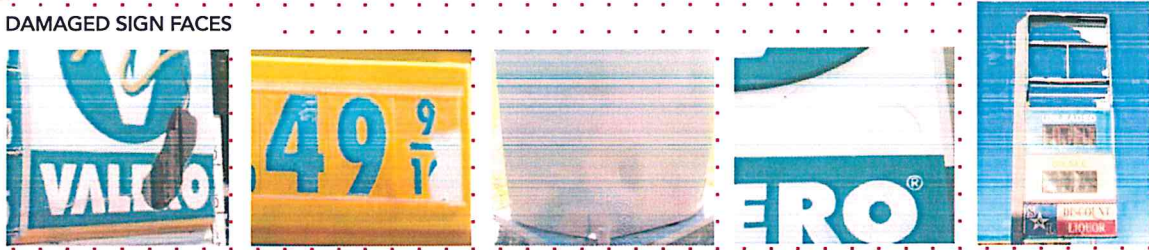
PAINTED POLES & FRAMES



Negative Impact to Site



DAMAGED SIGN FACES



SIGN POLES & FRAMES



FUEL PRODUCT NAMES & PRICES



TEMPORARY SIGNAGE



## <Q29-Q31> FUEL ISLAND: CANOPY FASCIA

### Canopy Fascia Requirements

7PTS  
AVAILABLE

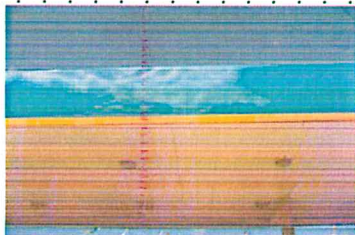
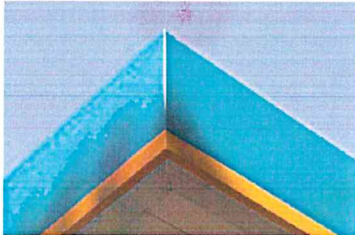
- Canopy fascia and graphics are free of damage
- Canopy fascia graphics are clean
- There is no temporary signage
  - -on canopy fascia
  - -on branded price sign pole
  - -on dispenser (excluding "out of order nozzle bag")

**C** Q29 & Q30

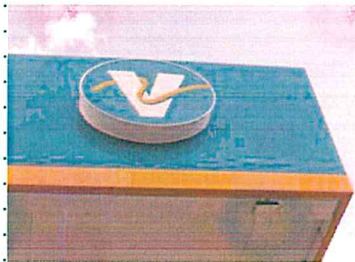
### Brand Expectation



CANOPY FASCIA



CANOPY FASCIA GRAPHICS



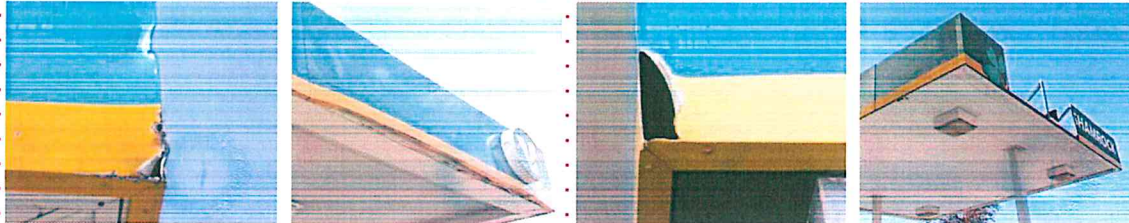
"OUT OF ORDER" NOZZLE BAG



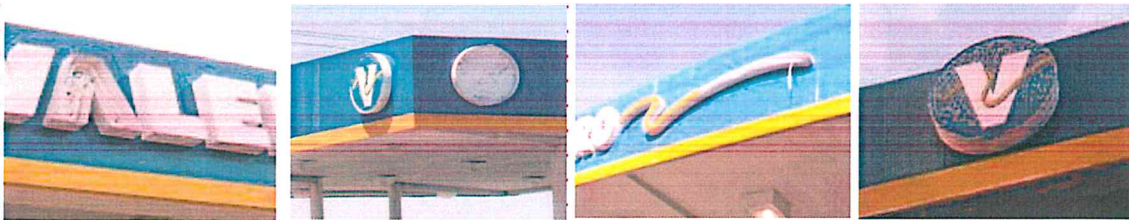
## Negative Impact to Site



DAMAGED CANOPY FASCIA



DAMAGED FASCIA GRAPHICS



TEMPORARY SIGNAGE



TRASH BAG AROUND NOZZLE



TEMPORARY SIGNAGE ON CANOPY FASCIA



TEMPORARY GRAPHICS ON DISPENSER



### *Important Note: Temporary Signage*

Temporary signage is not allowed to be attached to any branded sign pole. This includes, but is not limited to, any Valero branded POP, pole wraps, banners, window clings, and dispensers.

## <Q32-Q40> FUEL ISLAND: UNDERNEATH THE CANOPY

### Under the Canopy Requirements

- Canopy columns are clean and free of damage
- Curbs and bollards surrounding the fuel island are clean and free of damage
- Lights under the canopy are clean, and no fixtures are broken
- Waste cans are present on each fuel island
  - They must be clean, undamaged and not overflowing, each stocked with paper towels, a squeegee and clean windshield liquid
- Canopy decking is clean and free of damage

19PTS  
AVAILABLE  
+  
BONUS

### BONUS Points

- Hand sanitizer or gloves are available in the fueling area



Q32, Q34, Q36 & Q40



### DID YOU KNOW?

If a site cannot leave windshield washing amenities outside, a **printed sign** stating they are located inside the store is acceptable.

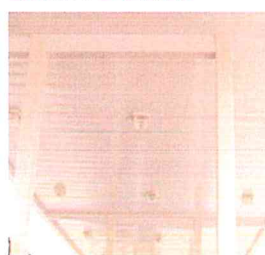


### Brand Expectation

CANOPY LIGHTS



CANOPY DECKING



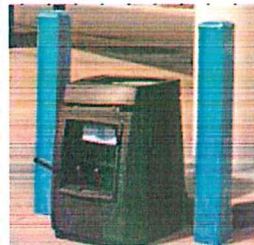
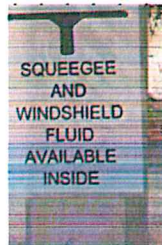
CURBS & BOLLARDS



CANOPY COLUMNS



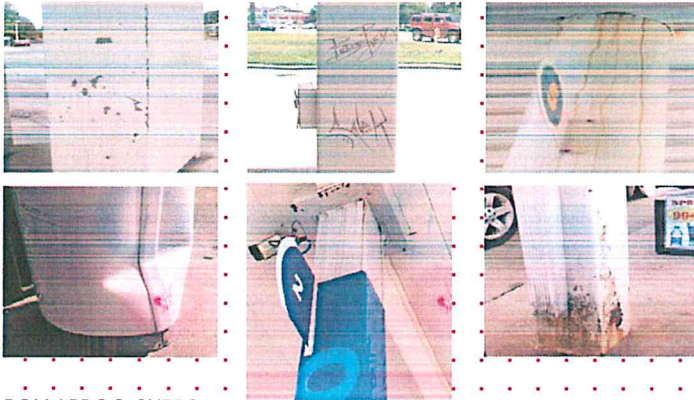
WASTE CANS



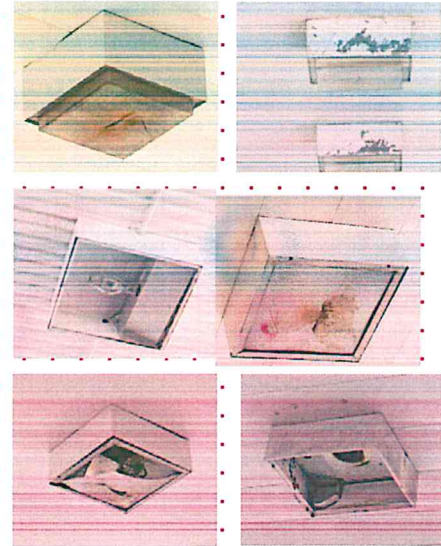
Negative Impact to Site



CANOPY COLUMNS



CANOPY LIGHTS



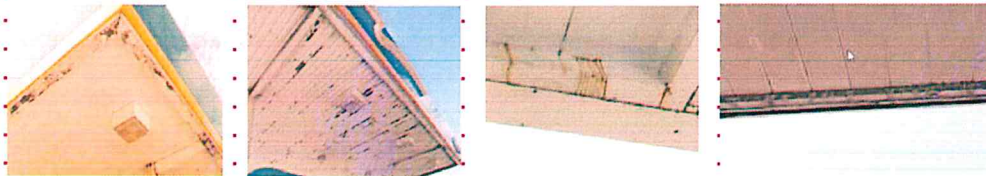
BOLLARDS & CURBS



WASTE CANS



CANOPY DECKING



**Keep your site well-lit.**  
A well-lit site, makes consumers feel secure, encouraging them to return to your store, again and again.

## <Q41-Q46> FUEL DISPENSER: STRUCTURE

### Fuel Dispenser Requirements

- The island card reader is functioning properly and printing a receipt
- The dispenser display screen/PIN pad is fully functional
- Dispenser screen and PIN pad buttons are clean
- There are no obvious signs of significant damage to any dispenser
  - This includes the door skin, bonnet, riser, screen/pin pad and hoses
- All dispensers are clean and free of damage
- Fuel nozzles, including nozzle covers, should be undamaged and free of excessive dirt, stains and oily residue
  - Any fuel nozzle that is inoperable should have an "Out of Order" bag present

**19PTS**  
AVAILABLE



### DID YOU KNOW?

Grocery/trash bags tied around the nozzle are not acceptable substitutions to **"Out of Order" bags**, and will receive a "No" on Q47.

**C**

Q42, Q44 & Q46

### Brand Expectation



DISPENSER  
CONDITION



SCREEN/PIN PAD/CARD READER



Negative Impact to Site



DISPENSER DAMAGE



DISPENSER CLEANLINESS



NOZZLES DAMAGED, OR EXCESSIVELY DIRTY





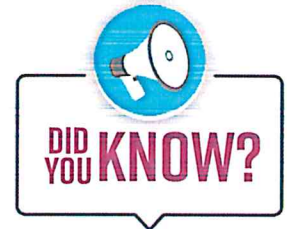
## <Q47-Q48> FUEL DISPENSER: GRAPHICS

### Dispenser Graphics Requirements

- Decals and graphics on all dispensers and bonnets are free of excessive fading, cracking and peeling
- TOP TIER™ decals are present on each gasoline dispenser
  - TOP TIER decals should **not** be found on any diesel-only dispensers

3PTS  
AVAILABLE

C Q47



“Proud to Be American” decals may not be present at all locations. If they are present, they should be on one side of every dispenser.



+

TOP TIER decals may also be present in other areas of the site, such as the entrance door. However, **to receive credit on Q48**, the decals must be on each gasoline dispenser.

### Brand Expectation



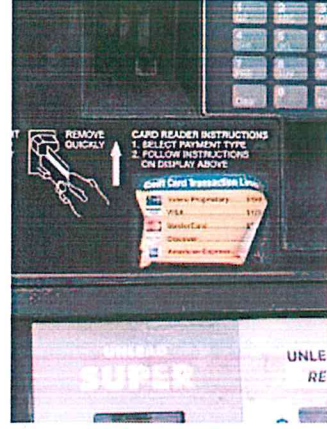
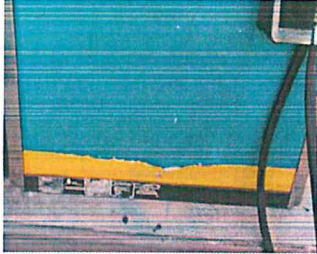
TOP TIER DECAL



## Negative Impact to Site



### CRACKING, PEELING & MISSING DISPENSER GRAPHICS



### FADED ADVERTISING & THIRD-PARTY AD WITH VALERO LOGO



### **Important Note: TOP TIER Decals**

Q48 regarding TOP TIER decals is for the presence of the decals, not the condition. The condition of the decals is covered in Q47.

For additional information on TOP TIER, please refer to the Wholesale Portal.

## <Q49-Q50> VALERO BRANDED POP

### Valero POP Requirements

4PTS  
AVAILABLE

- Valero POP signage must be present and feature a current, approved promotion
- POP should be properly displayed
  - POP should not be adhered to dispenser skirts
  - Pole wraps should not be attached to price/ID signs

### BONUS Points

- ValeroPay+ advertising was visible in the fueling area



DID YOU KNOW?

Q49 cannot be appealed with any **POP that was not current** at the time of the site's shop

+

**Valero POP will change periodically**, usually on a quarterly basis. Distributors must order the most current signage. Order through VP+ accessible on the Wholesale Portal.



MINDFUL  
tips

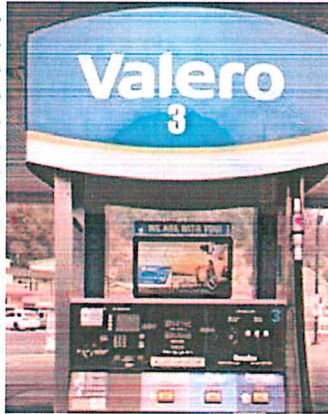
What better way is there to promote the Valero brand than by staying current on quarterly POP promotions?



## Brand Expectation



PROPERLY PLACED POP SIGNAGE



## Negative Impact to Site



PUMP TOPPER ADHERED TO PUMP SKIRT



POLE WRAP TIED TO PRICE SIGN POLE



PUMP TOPPER MISSING



### Important Note: Proper POP Display

Proper POP display implies that pump toppers should be placed in frames, pole wraps should be tied to light or canopy poles, wall signs should be adhered to store walls or windows, etc.

# Integrated EBT

Valero is working to add additional value to your point of sale system investment. Integrated EBT offers a more streamlined payment experience for SNAP customers.

Electronic Benefits Transfer (EBT) is an electronic system that allows a recipient to authorize transfer of their government benefits from a Federal account to a retailer account to pay for products received.

**What Point of Sale (POS) Systems offer integrated EBT?** See list below of POS systems and versions.

**Who can participate in Valero's integrated EBT processing program?**

Valero sites authorized to participate in the Supplemental Nutrition Assistance Program (SNAP). Sites no longer need a separate device to process EBT transactions.

**How do you participate in Valero's integrated EBT processing program?**

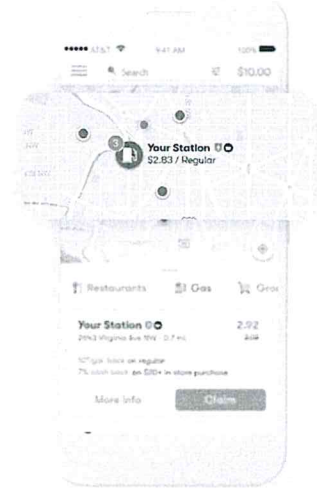
Sites can request EBT enablement by emailing a copy of their USDA issued license to [wts-ama@valero.com](mailto:wts-ama@valero.com). In the request, please include the site merchant ID, site name, address, and phone number. Please allow up to 10 business days for enablement. A member of our Wholesale Technical Support team will call when the request is complete.

*For questions about integrated EBT or the enablement process, please contact our **Wholesale Technical Support team at (866) 4VALERO.***

## Experience the value of GetUpside before you spend a single dollar

The GetUpside Starter Plan is a **free** program specifically designed to bring new gallons, new customers, and new profit to your station.

For a limited time, Valero has committed to funding promotions for up to three GetUpside transactions per day - **at absolutely no cost to you** - to help you ease into GetUpside's unlimited Valero brand program.



## Why is the GetUpside Starter Plan good for me?

We built a free experience so you can see firsthand why 25,000 fuel retailers are choosing GetUpside to help grow their business every day.



### Beat the competition

Compelling offers ensure customers choose your station over nearby competitors



### Win new business

GetUpside provides proof that every transaction is new to your business

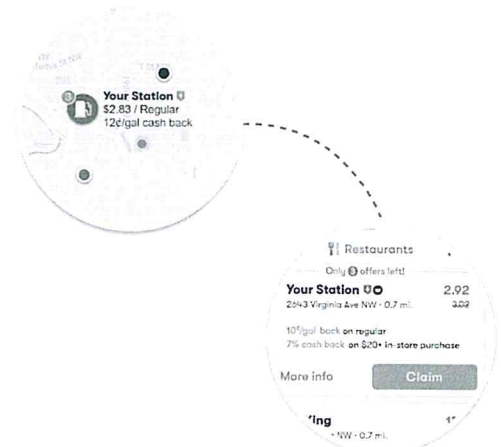


### Ease into GetUpside

Valero-funded promotions means you'll never receive an invoice or bill - just new volume!

## How does the free Starter Program work?

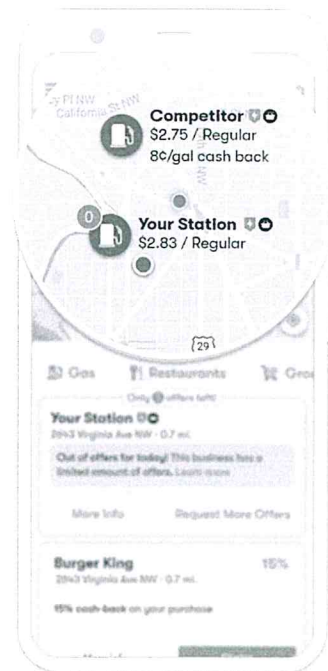
- 1 Promotions for your stations will appear in the free GetUpside app
- 2 A maximum of 3 promotions per site per day can be claimed by GetUpside users
- 3 Valero will fund the cash back paid to GetUpside's users



## What happens when the daily offer limit has been reached?

When offers run out, GetUpside users will see business-friendly messaging but will be unable to claim an offer at your station. Once all 3 daily offers have been claimed at your station, GetUpside will collect data on:

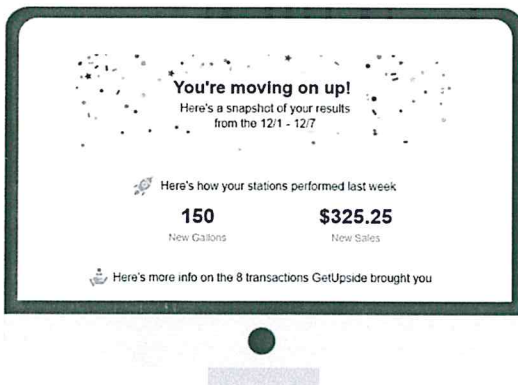
- The number of GetUpside users who viewed your station while offers aren't available
- The number of GetUpside users who decided to purchase at one of your competitors' stations because offers weren't available
- The gallons and profit you're losing by not participating in the unlimited program



## How can I view my station's performance?

GetUpside will send weekly and monthly performance reports via email. The reports will include:

- **Performance:** gallons, transactions, customers, and revenue delivered via GetUpside
- **Credit utilization:** the number of Valero-provided daily transaction credits used in the time period
- **Projections:** the number of customers and gallons you could have gained if more offers were available



## What else should I know about the GetUpside Starter Plan?

The Starter Plan includes a trial period of Valero-funded promotions (a maximum of 3 promotions per site per day). At the end of the trial period, or at any point during the trial period, you have the opportunity to upgrade to GetUpside's Unlimited Program.

Have more questions? Check out our [FAQs](#) or email [businesshelp@getupside.com](mailto:businesshelp@getupside.com) to set up time with your GetUpside account manager.

**GetUpside**

