



**Healthy Rewards**  
Staying Healthy Is Now More Rewarding!



**What is Kroger Healthy Rewards?**

Healthy Rewards is a consumer incentive promotion that rewards Kroger Customers for purchasing Kroger brand milk, cheese and yogurt!

**What do you mean Reward Consumers, How?**

With each qualifying purchase a consumer makes using their Kroger Plus card of Kroger brand milk, cheese and yogurt, consumers will be receive (at the register) certificates that will enable them to enjoy some of Ohio's best sports, recreational and entertainment facilities at a free or greatly reduced rate – just for purchasing Kroger Dairy Products.

**What is a qualifying purchase?**

A combination of \$20.00 of Kroger brand milk, cheese and yogurt purchased in a single transaction, using your Kroger Plus Card.

**I make a qualifying purchase, then what?**

Consumers who use their Kroger Plus Card and meet the minimum purchase requirement will receive a Catalina certificate at checkout featuring their reward and redemption instructions.

**What happens if I purchase \$60.00 worth of Kroger brand milk, cheese & yogurt – do I get 3?**

Incentives are limited to one per transaction.

**What happens if I make 3 qualifying purchases during a month and have 3 incentive certificates? Can I use them all at the same time?**

Absolutely! Our community partners have not place restrictions on redemption of their incentives you can redeem as many as you have collectively or individually, whatever suites your lifestyle! No redemption restrictions! For example: If a consumer makes 4 qualifying purchases during a particular promotional window, they will receive 4 offers and no restrictions from promotional partners on redemption of those offers.

**Is it the same incentive all of the time?**

No, the Healthy Reward incentive changes monthly.

**How do I learn about the new partner incentives that will be offered each month?**

For complete details regarding Kroger Healthy Rewards, partners and incentives log onto [www.drink-milk.com/rewards](http://www.drink-milk.com/rewards)