

How Do I Sign Up for a Double Up Card?

You need your active SNAP/EBT Card, Zip code, and Phone number. Ask a cashier to get started!

How does Double Up work?

Earn a \$1-for-\$1 match when using a SNAP/EBT Card - **up to \$50 per day!** Use your Double Up on the next purchase of fruits & veggies.

Which Items Qualify?

Fresh and Frozen fruits, veggies, herbs & mushrooms, without added salt, sugar or oils. Cut fruits & veggies count too!

How do I Earn Double Up?

At checkout, before you pay, show your Double Up Card to the cashier. Use your SNAP/EBT card to buy fruits and veggies. Your Double Up loads right away to use on your next purchase of fruits & veggies!

Does Double Up Expire?

Yes. Double Up expires 90 days after earning, so be sure to use your Double Up within 90 days.

Is there a daily limit on Earning?

Yes - you can earn up to \$50 in Double Up per day.

Is there a daily limit on Spending?

No - you can spend as much Double Up as you have on your card. *(If you have \$80 in Double Up, you may spend up to \$80 today)*

What if I lose my Double Up Card?

Bring your SNAP/EBT card to any participating site. Staff will replace your card and transfer your balance. Your old card will be canceled.



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I have an EBT card from another state, can I earn Double Up?

Yes. You can earn Double Up with any state's EBT card.

Does Double Up Food Bucks match WIC?

No, WIC purchases are not eligible.

What if I have more Double Up questions?

Call the number on the back of your card - 866.586.2796

How can I check my Double Up Balance?



At the Register

Staff can check Double Up Card balances.

My Fresh Wallet (app or myDoubleUp.com)

You must connect your Double Up Card to see balance & expiration.

Text for Balance!

Text "BALANCE" or "BAL" to (201) 975-8010 for instant balance.

If you get a text with a link, open the link and confirm your Double Up Card account to view balance + expiring amount.



Best Practices For Cashiers

At Sign Up

1. Enter shopper's **phone number and confirm** it with them.
2. After Sign-up, have shopper open **welcome text & complete their account**

After Earning and Spending

1. Tell shoppers **their balance**.
2. Always remind shoppers **Double Up expires after 90 days**.
3. Use **My Fresh Wallet or text to check balance**



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