DOUBLE UP FOOD BUCKS™

Promoting Double Up: Tips for Cashiers

Cashiers play an important role in driving Double Up participation and produce sales. Many shoppers can benefit from the program, but only if they know about it. Every conversation builds awareness and grows program use. This guide provides simple tips and talking points to help cashiers confidently promote Double Up.

Sample Talking Points

- "If you know someone who uses a Bridge Card (EBT), Double Up can help stretch their food dollars."
- "Earn a dollar-for-dollar match when using a Bridge Card on fruits and vegetables, up to $50 per day."
- "For every $1 spent with a Bridge Card on eligible fruits and vegetables, earn $1 in Double Up, up to $50 per day."
- "Double Up helps shoppers buy more fresh fruits and vegetables while making their food dollars go further."

Start with everyone

- Encourage cashiers to talk to all shoppers about Double Up. Promoting the program to everyone, helps spread awareness and reaches people who may not know about the program yet.
- Help all shoppers feel welcome by explaining how Double Up Food Bucks works.
- Even if Double Up is not relevant to a particular shopper, they may know someone who could benefit from the program.

Offer a flyer

- Stock Double Up flyers and post signage at your check stands.
- Offer flyers to everyone and use flyers as bag stuffers.
- A simple handoff like, “Here’s some information about Double Up,” can spark interest and give shoppers something to take with them.
- Encourage shoppers to share information with friends, family members, neighbors, or others who may benefit from the program.

Use an easy opener

- Start the conversation with a friendly question such as, “Have you heard of the Double Up program?”
- Keep the conversation low-pressure and approachable.

Keep it positive and simple:

- Short, friendly conversations go a long way to get the word out about Double Up.
- Assist shoppers with identifying eligible fruits and vegetables and explain that Double Up can help stretch their food dollars.

Before the Shopper Leaves

- Always point out the amount of Double Up earned during today’s visit and encourage shoppers to return and use Double Up again.
- For Coupon, Card, or Loyalty Sites: Inform shoppers of the 90-day expiration and encourage them to return to use their Double Up benefits before they expire.