



Onsite Inspection Sample Grocery Store

Eval Ref Number

Store Location Group: XXL02-Ashton, XX

Earth Fare Overall Score: Pts Earned: 154 Possible: 175 Percent: 88%

Actual Evaluation Date 6/19/200X

Arrival Time: (hh:mm: xm)

Common Area Facilities

Please rate each entry with a "1" or "2" for yes, a "0" for no or a "N/A" for not applicable.

1. Store exterior: (Common Areas)

- A. Was the exterior store signage visible and attractive? (If dark, was the sign well lit?)
- B. Were parking areas and outside entryways free of litter?
- C. Were exterior garbage containers and dumpster areas (if visible) clean and neutral smelling?

2. Store interior: (Common Areas)

- A. Were the entryways clear and clean (free of litter)?
- B. Were there adequate number of shopping carts available inside the store?
- C. Was the initial smell neutral or pleasant as you entered the store?
- D. Were the overall store fixtures clean and well maintained?
- E. Did the overall store decor, music and temperature seem appropriate?
- F. Were restrooms, if applicable, clean & in good working condition?

Common Area Comments: Please document all "0" scores below:

The exterior of the store was clean of litter. There was a man located outside the store playing musical instruments. All shopping carts were located outside, not inside, of the store. The restroom was clean and well maintained.

Common Area Score:

Pts Earned: 8 Possible: 8 Percent: 100%

Produce Department

Please rate each entry with a "1" or "2" for yes, a "0" for no or a "N/A" for not applicable.

1. Service: (approach staff person with a simple question)

Name or Desc:

- A. Was a staff person in or near the area? If yes, were you acknowledged (within 5 ft)
- B. Were they pleasant and willing to assist you?
- C. Was your question answered to your satisfaction?
- D. Were they well groomed, wearing a uniform, name tag & other appropriate attire?

Produce Service Score: Pts Earned: 2 Possible: 4 Percent: 50%

2. Pricing/Signage:

- A. Were all produce displays clearly priced near the top of the display or at eye level?
- B. Did the signage on special or sale items stand out and get your attention?

Produce Pricing/Signage Score: Pts Earned: 2 Possible: 2 Percent: 100%

3. Variety:

- 1 A. Overall did the display areas look full (no obvious holes or outages)?
- 1 B. Were there ample amounts of store ad items? (refer to signs and instore ad flyer)
- 1 C. Were there ample amounts of the items you purchased? (or normally purchase)

Produce Variety Score: Pts Earned: 4 Possible: 4 Percent: 100%

4. Quality/Freshness:

- 1 A. Did the area smell clean or neutral? (no unpleasant odors)
- 2 B. Overall did the displayed produce look fresh and of a good quality?
- 2 C. Were the fruits free of bruising or blemishes?
- 2 D. Did the salad vegetables look crisp?
- 2 E. Did the cooking vegetables look appealing?

Produce Quality/Freshness: Pts Earned: 9 Possible: 9 Percent: 100%

5. Facilities/Cleanliness:

- 1 A. Were the produce area floors and cases clean?
- 0 B. Was the area free of safety hazards, clutter & easy to navigate?

Produce Facilities & Cleanliness Score: Pts Earned: 1 Possible: 2 Percent: 50%

Produce Comments: Please document all "0" scores below:

There were 4 people in the produce area setting out produce. When I walked within 5 feet of each of the 4 associates, no one acknowledged me. It was very difficult to maneuver through the produce, due to the carts they had pulled out with produce. I did approach Alyson for assistance. She was willing to assist me and answered my question satisfactorily. She was wearing jeans and a shirt that revealed a good deal of her back; however, the apron she wore covered her front side.

Produce Overall Score:

Pts Earned: 18 Possible: 21 Percent: 86%

Meat Department

Please rate each entry with a "1,2 or 4" for yes, a "0" for no or a "N/A" for not applicable.

1. Service: (approach staff person with a simple question)

Name or Desc:

- 0 A. Was a staff person in or near the area? If yes, were you acknowledged (within 5 ft)
- 4 B. Were they pleasant and willing to assist you?
- 1 C. Was your question answered to your satisfaction?
- 1 D. Were they well groomed, wearing a uniform, name tag & other appropriate attire?

Meat Service Score: Pts Earned: 6 Possible: 7 Percent: 86%

2. Pricing/Signage:

- 1 A. Were all meat displays clearly priced near the top of the display or at eye level?
- 1 B. Did the signage on special or sale items stand out and get your attention?

Meat Pricing/Signage Score: Pts Earned: 2 Possible: 2 Percent: 100%

3. Variety:

- 2 A. Overall did the display areas look full (no obvious holes or outages)?
- 2 B. Were there ample amounts of store ad items? (refer to signs and instore ad flyer)
- 1 C. Was there a good selection of ground beef, poultry and beef items?
- 1 D. Were there ample amounts of the items you purchased? (or normally purchase)

Meat Variety Score: Pts Earned: 6 Possible: 6 Percent: 100%

4. Quality/Freshness:

- 1 A. Did the area smell clean or neutral? (no unpleasant odors)
- 2 B. Overall did the meat items look fresh and of a good quality?
- 2 C. Were the meat items you noticed PRIOR to the expiration dates? (should be none on that day)

Meat Quality/Freshness: Pts Earned: 5 Possible: 5 Percent: 100%

5. Facilities/Cleanliness:

- 1 A. Were the meat counter and visible work areas clean and well organized?
- 1 B. Were the meat area floors and cases clean?
- 1 C. Was the area free of safety hazards, clutter & easy to navigate?

Meat Facilities & Cleanliness Score: Pts Earned: 3 Possible: 3 Percent: 100%

Comments: Please document all "0" scores below:

There were 2 associates in the Meat Department. I was not acknowledged when I came within 5 feet of these associates. I did ask Mary Anne for assistance. She appeared knowledgeable and was able to answer my questions.

Meat Overall Score:

Pts Earned: 22 Possible: 23 Percent: 96%

Food Service Department

Please rate each entry with a "1,2 or 4" for yes, a "0" for no or a "N/A" for not applicable.

1. Service: (approach staff person with a simple question)

Name or Staff person - or if not wearing a name tag, give a detailed description and indicate "no name tag".

- 0 A. Was a staff person in or near the area? If yes, were you acknowledged (within 5 ft)
- 4 B. Were they pleasant and willing to assist you?
- 1 C. Was your question answered to your satisfaction?
- 1 D. Were they well groomed, wearing a uniform, name tag & other appropriate attire?

Food Service - Service Score: Pts Earned: 6 Possible: 7 Percent: 86%

2. Pricing/Signage:

- 1 A. Were all Bakery items clearly priced?
- 1 B. Were all Service Deli items clearly priced?
- 1 C. Did the deli displays/cases look full and well organized?

Food Service Pricing/Signage Score: Pts Earned: 3 Possible: 3 Percent: 100%

3. Variety:

- 2 A. Did the bakery display areas (tables) look full (stacked) and well organized?
- 2 B. Did the bakery cases look full and well organized?
- 2 C. Did the Deli displays/cases look full and well organized?

Food Service Variety Score: Pts Earned: 6 Possible: 6 Percent: 100%

4. Quality/Freshness:

- 0 A. Overall, did the bakery items look fresh and of a good quality?
- 2 B. Overall did the deli items look fresh and of a good quality?
- 1 C. Did the area have a pleasant or neutral smell?

Food Service Quality/Freshness Score: Pts Earned: 3 Possible: 4 Percent: 75%

5. Facilities/Cleanliness:

- 1 A. Were the service counter and visible work areas clean and well organized?
- 1 B. If there was a seating area, was it clean and free of debris on tables and floors?
- 1 C. Were the bakery area floors and cases clean?
- 1 D. Were the deli area floor and cases clean?

- E. Was the area free of safety hazards, clutter and easy to navigate?

Food Service Facilities & Cleanliness Score: Pts Earned: 5 Possible: 5 Percent: 100%

Food Service Comments

I was not greeted by the associate when I came within 5 feet. I had to ask Jennifer for assistance. When I did ask her, she was helpful. Everything was well displayed. There were a couple of items in the bakery display that did not appear fresh. One in particular was a Fruit Tart.

Food Services Overall Score:

Pts Earned: 23 Possible: 25 Percent: 92%

Dairy/Deli/Grocery/Non-Food Department

Please rate each entry with a "1" or "2" for yes, a "0" for no or a "N/A" for not applicable.

1. Service: (approach staff person with a simple question)

Name or Desc:

- A. Was a staff person in or near the area? If yes, were you acknowledged (within 5 ft)
- B. Were they pleasant and willing to assist you?
- C. Was your question answered to your satisfaction?
- D. Were they well groomed, wearing a uniform, name tag & other appropriate attire?

Dairy/Deli/Grocery/Non-Food Service Score: Pts Earned: 0 Possible: 4 Percent: 0%

2. Pricing/Signage:

- A. Were all dairy/deli displays clearly priced (signs on each side of display as applicable)?
- B. Were all end displays and aisle displays in the grocery department clearly priced?
- C. Did the signage on special or sale items stand out and get your attention?

Dairy/Deli/Grocery/Non-Food Pricing/Signage Score: Pts Earned: 3 Possible: 3 Percent: 100%

3. Variety:

- A. Did the dairy case look full (no obvious holes or outages)?
- B. Did the deli case items look full (no obvious holes or outages)?
- C. Were there not any obvious outages of store ad items?
- D. Were there not any obvious outages of other non-ad items?

Dairy/Deli/Grocery/Non-Food Variety Score: Pts Earned: 8 Possible: 8 Percent: 100%

4. Quality/Freshness:

- A. Did the area smell clean or neutral? (no unpleasant odors)
- B. Did the items in the refrigerated cases feel cool (i.e. milk)?
- C. Were all dairy items you noticed PRIOR to the expiration date? (should not be any on that date)
- D. Were all deli items you noticed PRIOR to the expiration date? (should not be any on that date)
- E. Were bulk food, dry goods and non-food areas clean and well organized?
- F. Were frozen food items free of excessive ice on packaging?

Dairy/Deli/Grocery/Non-Food Quality/Freshness: Pts Earned: 6 Possible: 6 Percent: 100%

5. Facilities/Cleanliness:

- A. Were the dairy/deli area floors and cases clean?
- B. Was the dairy/deli area free of safety hazards, clutter & easy to navigate?
- C. Were the grocery and non-food area floors and shelves clean and free of dust?
- D. Were the grocery/non-food area floors and shelves clean and free of dust?
- E. Were the grocery/non-food display cases clean and in good working condition?

Dairy/Deli/Grocery/Non-Food Facilities & Cleanliness Score: Pts Earned: 5 Possible: 5 Percent: 100%

Comments: Please document all "0" scores below:

I passed a staff person in the grocery area and was not greeted. When I went towards him, he got on his cell phone and walked away through a stockroom door. He was wearing a hat that looked like a Safari hat and not an XXXX xxxx cap. I did not get the feeling he was willing to assist me.

Dairy/Deli/Grocery/Non-Food Overall Score: Pts Earned: 22 Possible: 26 Percent: 85%

Health & Body Care Department

Note: Enter the health and body department aisles. If a staff person doesn't approach you within 2 minutes, approach one and ask about either skin care or taking a multi-vitamin - depending on your location in the department. Complete the items below.

Please rate each entry with a "1,2 or 4" for yes, a "0" for no or a "N/A" for not applicable.

1. Service: (based on your interactions)

Name or Desc:

4 A. Were staff visible and present in the department? (document below)

If Yes, # of staff and locations:

4 B. Were you approached in the aisles and asked whether you needed assistance within 2 minutes upon entering the department?

If not, were there any noticeable extenuating circumstances? (i.e., other customers in the department receiving assistance.) Explain below.

C. Did you ask questions about "skin care" or multi vitamins. Skin Care Multi-Vitamins NA

Note: If you asked about skin care, answer the following items (otherwise NA)

NA D. If skin care, did staff ask questions appropriate to learn what your needs are?

NA E. Did they show you multiple options?

NA F. Did they offer multiple products with explanations within each option, i.e. cleanser, toner, moisturizer & appropriate treatments?

NA G. Were you satisfied with the explanations of features and benefits within each product line?

Note: If you asked about multi-vitamins, answer the following items (otherwise NA)

1 H. If multi-vitamins, did staff ask you questions to learn more of what you were looking for?

1 I. Did they show you multiple options within various price ranges?

1 J. Did they adequately explain the features and benefits of each product?

0 K. Did they offer to show you anything else other than what you originally asked for?

Document your conversation regarding skin care or multi-vitamins above:

When I walked though the aisles, there were two associates working. They both looked up and greeted me. One in particular, Marcia, offered her assistance. Since I inquired about vitamins for my child, she asked questions regarding her age and diet. She seemed very knowledgeable. She took me to the items that would suit my child's needs. No other items were offered.

Health & Body Service Score: Pts Earned: 11 Possible: 12 Percent: 92%

2. Pricing/Signage:

1 A. Were all end displays and aisle displays clearly priced?

1 B. Did the signage on special or sale items stand out and get your attention?

Health & Body Pricing/Signage Score: Pts Earned: 2 Possible: 2 Percent: 100%

3. Variety:

2 A. Were there not any obvious outages of store ad items?

2 B. Were there not any obvious outages of other non-ad items?

1 C. Were products pulled out to the front and aligned as you looked down the aisle?

4. Facilities/Cleanliness:

1 A. Were the health & Body area floors and shelves clean and free of dust?

1 B. Were aisles uncluttered, free of safety hazards, and easy to navigate with a shopping cart?

1 C. Were the display cases clean and in good condition?

Health & Body Facilities & Cleanliness Score: Pts Earned: 3 Possible: 3 Percent: 100%

Comments: Please document all "0" scores below:

This area was very neat, clean, and well stocked.

Health & Body Overall Score:

Pts Earned: 18 Possible: 18 Percent: 100%

Service - Specialty (Wine & Cheese)

Please rate each entry with a "1,2 or 4" for yes, a "0" for no or a "N/A" for not applicable.

Questions: A) Can you recommend a cheese to have with a full-bodied red wine?(or a basic cheese recommendation question) B) Can you recommend a wine to have with seafood? (Or a basic wine and food paring recommendation)

1 Was a staff person in or near the area? If yes, were you acknowledged (within 5 ft)

Name or Desc: female, 5'9, dark hair, white jacket, black beret hat with rhinestone clip,

Did you ask an employee: 1. about a cheese recommendation

If you selected the first option:

0 Did a staff person offer you a sample of the cheese?

1 Did the staff person answer your question to your satisfaction?

If you selected the second option:

NA Did the staff person ask you specific questions about your food? (i.e. what were you served and/or how was it prepared?)

NA Did the staff person show you the wine or the wine type that they recommended?

Specialty Service Score: Pts Earned: 2 Possible: 3 Percent: 67%

2 Did the staff person answer your question to your satisfaction?

Pricing and Signs

1 Did the signs on sales and displays get your attention?

2 Were you able to locate the sale cheeses from the flyer?

Specialty Pricing/Signage Score: Pts Earned: 3 Possible: 3 Percent: 100%

Variety

1 Overall, did the cheese cases look full with no obvious holes or shortages?

1 Overall, did the wine display look full with no obvious holes or outages?

1 Overall, did the beer case look full and faced with no outages?

Specialty Variety Score: Pts Earned: 3 Possible: 3 Percent: 100%

Quality and Freshness

2 Did the cheeses appear to be of good quality? (i.e. tightly wrapped with no mold?)

1 Were all cheeses you noticed within their expiration dates?

Specialty Quality/Freshness: Pts Earned: 3 Possible: 3 Percent: 100%

Facilities and Cleanliness

0 Were staff members well groomed with name tags and hair pulled back?

2 Were cases clean?

2 Was area free of clutter and debris?

Specialty Facilities & Cleanliness Score: Pts Earned: 4 Possible: 5 Percent: 80%

Comments: Please document all "0" scores below:

There were 2 people working in the cheese/wine area. I was not greeted when I came within 5 feet. I had to ask for assistance. The female associate was not wearing a name tag. She had on a white jacket. I was unable to tell what type of pants she was wearing - she never came out from behind the counter. She was also wearing a black beret that she had clipped a rhinestone pin into it. She was very indifferent; however, she did point with her finger across the cheese area as to where I could find the cheese we discussed. She did not offer me a sample.

Specialty Overall Score:

Pts Earned: 17 Possible: 19 Percent: 89%

Replicated Receipt

Grocery Store Sample
the grocery supermarket
XX XXXXXXXX Highway
Ashton, XX
(XXX)253-765X

GROCERY SECTION
Crackers OG Chldr Cr \$2.99 B
Elephant Bar \$2.59 B
Otter Bar \$2.59 B
Panda Bar \$2.59 B
Tort Chp Rstrant Styl \$2.59 B
Spicy Refried Beans \$1.69 B
2pcs @1.49
Jce Jr Orange Twist \$2.98 B
Sparkling Pear Sngl \$1.39 B
Sparkling Grpfrt Sngl \$1.39 B
Sparkling Apple Sngl \$1.39 B
Sprkling Pom Smgl \$1.39 B

FROZEN
Mexican Dip 5 Layer \$3.99 B
2 pcs @ \$3.59
Cheese Ravioli Kids \$7.18 B
You Saved \$0.80

DAIRY
Silk Chocolate OG \$2.19 B

SUBTOTAL \$36.94
TAX 2 \$0.58
TAX \$ \$0.52
AMOUNT DUE \$38.04

DEBIT CARD \$38.04

Purchase \$ 38.04
PIN Used
Debit Card # XXXXXXXXXXXXX
Auth # Payment from primary
Lane # 05 Checker #1xx
06/19/0X 17:16 Ref/Seq #2215xx
Mrch=081xxx Term=001 IC=DC
WinEPS Sequence #22xxx

Change \$0.00

Thank You, Come Again
Receipt Required For Refund
Cashier: Bob

Date Time Lane Clerk Trans#
06/19/200X 05:16PM 005 135 031825

Replicated
Receipt

Checkout Process

Please rate each entry with a "1,2 or 4" for yes, a "0" for no or a "N/A" for not applicable.

1. Check-out Personnel:

Name or Desc:

- A. Did the checkout person appropriately greet you?
- B. Did they ask you if you found everything you need?

- 4 C. Did they bag or assist in bagging your items?
- 1 D. Were items appropriately bagged by categories (i.e. soap bagged separate from produce)?
- 0 E. Did they check the bottom of the basket for items? (Place an item i.e. milk on the bottom)
- NA F. Was change counted out (if applicable)?
- 0 G. Were you handed the sales receipt?
- 0 H. Were you thanked and/or wished a good day etc?
- 4 I. Was the checkout person positive and friendly while interacting with you?
- 1 J. Were they appropriately attired and well groomed?
- 0 K. Were you acknowledged by the cashier while you waited in line?

2. Check-out - Other:

- NA A-1. If all lanes were open, score 6; otherwise score N/A.
- 1 A-2. Were there no more than 3 people in each line? Note: If all lanes were open, score this N/A.
- 1 B. Were the counter areas clean and well organized?
- 1 C. Were items priced and rung up or scanned correctly? (including unmarked produce items)

D. Timing of check-out process:

From the time you got in line until your first item was scanned:

- < 2 min (6 pts)
- 2-3 min (4.5 pts)
- 3-4 min (3 pts)
- 4-5 min (1.5 pts)
- > 5 min (0 pts)

Comments: Please document all "0" scores below:

There was only one person ahead of me, when I entered into Ray's lane. He did not acknowledge me, while I was in line; however, he did say "Hello." when it was my turn. Ray did not ask if I had found everything OK, nor did he check to see if I had anything in the bottom of my basket. When I finished paying, he threw my receipt in the bag. He did not thank me or say good-bye. He just began waiting on the next person.

Check-Out Score: Pts Earned: 23 Possible: 31 Percent: 74%

Other Opened Ended Questions:

1. What impressed you the most and the least about your shopping experience? (please be specific)

I was most impressed with the cleanliness of the store.
I was least impressed with the lack of good customer service.

2. Based on this shopping experience, would you regularly shop at this store? Why or Why not? Be specific.

No, I would not. I could go to any grocery store nearby and purchase groceries. I would even travel across town to the other Earth Fare, before coming back to this one. The majority of the associates here ignored you and when they did speak to you they did so in an indifferent manner.