

Homeland Stores Expands Mobile Payments Program

Homeland Stores, a 78-store regional supermarket chain headquartered in Oklahoma City, and mobile payments technology provider DoubleBeam have completed a mobile payments pilot program. Launched in June, Homeland's SwiftScan mobile application allows customers to pay for purchases with a smartphone. SwiftScan has been accepted for payment at 20 Homeland locations and by the end of October will be available at another 26 stores.

"The SwiftScan app is another example of Homeland's commitment to save our customers time and money each time they visit our stores," said Daryl Fitzgerald, president and CEO of Homeland Stores. "We have had a tremendous response to the app and are pleased to make the convenient pay-by-phone service available at more Homeland locations throughout our community."

Within three months of the initial pilot, more than 1,500 customers downloaded the Homeland SwiftScan application and have collectively purchased \$55,000 in goods using a smartphone device. Once downloaded, customers can activate the payment option by taking a picture of a check and a photo ID. At the register, customers can then pay for purchases by scanning a QR code and selecting the payment option.

As an added introductory reward, customers who pay with their phones earn 20 cents per gallon off the price of gas at any participating Homeland or Shell gas station. Homeland customers will qualify for the discount each time they use their phone to pay for at least \$25 worth of groceries in participating stores and provide their One Card at the time of purchase. Customers also can use the app to locate stores, view weekly specials, create shopping lists and sign up to receive exclusive

discounts.

HAC Inc. operates under several banners including Homeland, United, Country Mart, Super Save and Super Plaza. The regional supermarket chain has expanded operations in recent years and continues to acquire new stores and implement new services for customers. The re-launch of the One Card rewards program offers customers new benefits including a new and improved fuel rewards program and increased digital and mobile opportunities.

For more information about the mobile payments program, visit doublebeam.com.

United Supermarkets to Extend Military Discount Due to Government Shutdown

United Supermarkets LLC has extended its Military Discount Wednesdays program to seven days a week until further notice as a result of the federal government's partial shutdown and the subsequent closure of military base commissaries. Military Discount Wednesdays originally was scheduled to run through Veterans Day.

The program will offer a 10 percent discount on grocery purchases for all active, retired and civilian military at all eight United Supermarkets and Market Street locations in Abilene, Burkburnett and Wichita Falls, Texas. The discount is applicable to all grocery purchases—excluding fuel, gift cards or pharmacy purchases—with valid military ID.

Mark Yowell, regional VP for Lubbock, Texas-based United Supermarkets, noted that these particular communities have a significant number of customers who serve in the military, since they are located near active U.S. Air Force bases (Dyess AFB near Abilene and Sheppard AFB near Burkburnett and Wichita Falls).



SUPPLY SIDE

COMMAND PACKAGING TO MAKE BAG BAN COMPLIANT PLASTIC REUSABLE BAGS

Command Packaging, a U.S. manufacturer of reusable shopping and restaurant bags, will invest up to \$25 million to manufacture bag ban compliant plastic reusable bags. In anticipation of a Los Angeles bag ban and a possible California statewide law, Command Packaging has engineered a plastic reusable bag called smarterbags.

Made from recycled agricultural plastic collected in California, smarterbags are an environmentally friendly alternative to single-use paper bags and imported reusable bags. According to a Chico State University study, smarterbags have a lower carbon footprint compared to imported reusable or paper bags.

"Our retail customers and the consumer are looking for a cost-effective and sustainable solution where bag bans have been implemented. The smarterbags solution is sensible, simple and sustainable," said Pete Grande, CEO of Los Angeles-based Command Packaging and smarterbags.

Smarterbags meet all standards to qualify as reusable bags in California cities that have implemented bag ban ordinances. Smarterbags are strong and engineered to be used 125 times. The product is easy to carry, easy to use and durable in all types of weather. They are sold for the same 10 cent price point as single-use paper bags.

Command Packaging is the first U.S. company to adopt and implement the European recycling model that requires agricultural plastic to be recycled and used in the manufacturing of other recyclable products.

For more information, contact Erin Grande, smarterbags national sales manager at Erin@smarterbags.com.



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