



# Alfalfa Awards

## Tier I

### Admirer

0 – 199 Ribbons

Oh hi there, not-so secret admirer. Earn 1 ribbon for every dollar spent.

Every **100 ribbons** will get you **\$5** towards your next order.

Receive a **\$3 bonus** on your birthday!

## Tier II

### Enthusiast

200 – 499 Ribbons

You have good taste! Now that you've hit second base (\*wink wink\*), you get even more awards.

Every **100 ribbons** get you **\$5** towards your next order.

Receive a **\$4 bonus** on your birthday!

## Tier III

### Champion

500 – 799 Ribbons

We're feeling the love! Hit our top tier by placing your next order.

Every **100 ribbons** will get you **\$5** towards your next order.

Receive a **\$5 bonus** on your birthday.

Plus, get a FREE Alfalfa tote!

## Tier IV

### Soulmate

800+ Ribbons

Always knew it, but now, it's official. We're soulmates!

Every **100 ribbons** will get you **\$6** towards your next order.

Receive a **\$5 bonus** on your birthday.

Plus, get a FREE Alfalfa T-shirt!

# FAQs

## How does the new Alfalfa's Awards work?

It's simple! On every order, guests will accrue Ribbons. Those Ribbons can be used to redeem free menu essentials and favorites. Guests can choose when and what they want to exchange their Ribbon balance for at checkout!

## How many Ribbons will I earn on each order?

Guests will now earn 1 ribbon for every \$1 spent. That means more awards for all!

## What will happen to my existing Ribbons?

Good news! All outstanding credits and Ribbon balances will be moved over to the new loyalty Alfalfa Award.

## How do I earn Alfalfa Ribbons?

Guests will automatically earn Ribbons on any online orders placed through our website or mobile app. Guests can continue to earn ribbons for dine-in orders by scanning their unique QR code at the register. The QR code can be found in the "Awards" section of the Alfalfa's app. Simply select 'Scan QR Code at the Register'.

## How can I check my Alfalfa Ribbon balance?

Guests can see how many Ribbons they have accrued in the "Awards" section of both the website and mobile app.

## Where can I find a list of awards that are available?

Guests can see the full list of awards and the number of Ribbons required to redeem each award in the "Awards" section of both the website and mobile app.

**Pro Tip:** keep a close eye as we'll be offering new and exciting award specials!

# How to redeem your awards

Guests can redeem any award for which they have Ribbons for in the "Awards" section of both the website and mobile app. Awards that require more ribbons than the guest's balance will not be available for redemption.

Claimed awards will be added to the guest's wallet for use with an upcoming order.

## Do Alfalfa Ribbons expire?

Ribbons that are not used within one year of being earned will expire.

## Can I redeem multiple awards at once?

There is a limit of one award or promo code per order.