

# 6 Month Report: Store Audits

THE EVALUATION OF SEATTLE'S SWEETENED BEVERAGE TAX

January 2019

Public Health  
Seattle & King County



Seattle Children's<sup>®</sup>  
HOSPITAL · RESEARCH · FOUNDATION

Research Institute

# CONTENTS

- EXECUTIVE SUMMARY** ..... **3**
- SECTION 1 | TAXED AND NON-TAXED BEVERAGE PRICES USING STORE AUDITS** ..... **4**
  - Objective ..... 4
  - Methods ..... 4
  - Results ..... 9
    - Impact of the tax on average taxed and non-taxed beverage prices according to beverage type ..... 11
    - Impact of the tax on average taxed and non-taxed beverage prices according to store type ..... 12
    - Impact of the tax on average taxed and non-taxed beverage prices, estimates pooled across store and beverage ..... 15
    - Sensitivity analyses and secondary analyses ..... 16
  - Discussion ..... 20
  - Future work & consideration for ongoing evaluation ..... 22
- APPENDIX A | STORE DEFINITIONS** ..... **23**
- APPENDIX B | STORE AUDIT SUPPLEMENTAL TABLES** ..... **26**
- APPENDIX C | STORE AUDIT SURVEY INSTRUMENTS** ..... **29**
  - Store audit survey instruments ..... 30
    - i. Beverage store ..... 30
    - ii. Fast food ..... 46
    - iii. Grocery store ..... 97

## EXECUTIVE SUMMARY

On June 6, 2017, the Seattle City Council passed Ordinance 125324 to tax sugar-sweetened beverages distributed in Seattle. The tax on sugar-sweetened beverages is 1.75 cents per ounce and went into effect on January 1, 2018. In response to the excise tax, distributors are expected to increase sugary beverage prices for retailers. Retailers, in turn, are expected to increase the shelf prices of sugary beverages paid by consumers, thus deterring purchases. The effectiveness of an excise tax in reducing sugary beverage consumption hinges partly on its “pass-through rate,” or the extent to which the tax is passed on to consumers through higher shelf prices.

This report summarizes the mid-year results from one component of the evaluation of the Sweetened Beverage Tax. Specifically, we conducted mid-year store audits to assess whether the tax is passed on to consumers via higher retail prices of taxed beverages. We also studied whether the price of *non-taxed* beverages would increase since distributors and retailers may choose to spread the cost of the tax over a variety of products.

In October and November of 2017, before the tax was implemented, we surveyed pre-tax prices of beverages that would be subject to the tax and beverages that would not be subject to the tax, using in-person store audits. In June and July of 2018, approximately six months after the tax was implemented, we repeated the store audits. We selected a geographically-balanced sample of stores and restaurants in Seattle and a comparison area (Federal Way, Kent, and Auburn) to audit. We surveyed 27,223 beverages within 413 stores or restaurants. We analyzed the change in prices in Seattle, above and beyond changes observed in the comparison area, to estimate the impact of the tax on the prices of taxed beverages. We calculated “pass-through” rates by dividing the price increase (in cents per ounce) by the total amount of the tax (1.75 cents per ounce).

**Key findings:** Six months after implementation, this study finds that the tax on sugary beverages incurred by distributors is being passed through to consumers via higher retail prices of these beverages. This confirms the hypothesized result of the tax. *(A separate study of the impact of the tax on beverage consumption is underway.)*

### **On average, prices increased for nearly all beverage types subject to the tax.**

In Seattle, averaging across all store types and beverage types, the price of beverages subject to the tax in Seattle increased by an average of 1.70 cents per ounce, over and above increases seen in the comparison area. Since the tax is 1.75 cents per ounce, this indicates 97% price pass-through of the tax on average.

### **Price increases differed by beverage type.**

In Seattle, all beverages subject to the tax increased significantly in price, with the exception of the caloric flavor-syrup add-on at coffee shops. The average pass-through rate by beverage type for beverages subject to the tax ranged from 62% for bottled sugary coffee beverages to 111% for energy beverages. The average pass-through rate for soda was 102%.

### **Price increases in Seattle differed by store type.**

**In supermarkets and superstores:** while the price of taxed beverages increased (with average pass-through of 86%), the price of non-taxed beverages did not increase significantly.

**In grocery stores, drug stores, and small stores:** the price of taxed beverages increased significantly, with an average pass-through greater than 100% (1.82 cents per ounce in grocery and drug stores and 1.80 cents per ounce in small stores). In these store categories, on average the price of non-taxed beverages also increased significantly. The price increase was 0.47 cents per ounce in grocery and drug stores and 0.77 cents per ounce in small stores (which equals 27% and 44% of the size of the tax). In these types of stores, the price increases among non-taxed beverages appears to be due to increases in the price of diet soda, diet energy beverages, and to a lesser extent, bottled tea and diet sports beverages. The price of bottled water did not increase and, in the majority of store types, the price of milk also did not increase.

# SECTION 1 | TAXED AND NON-TAXED BEVERAGE PRICES USING STORE AUDITS

## OBJECTIVE

The primary objective of the store audits is to determine the extent to which the tax on sugary beverages incurred by distributors in Seattle is passed through to customers (“price pass-through”). We additionally assess the degree to which the price of non-taxed beverages changes, as well as the average price change in a sample of foods.

## METHODS

### Sample.

To obtain our sample of stores at baseline (pre-tax implementation), first we identified all food stores in Seattle and our comparison area based on a list of all permitted, permanent food establishments in 2016, maintained by Public Health Seattle King County (PHSKC). The Urban Form Lab at the University of Washington previously created algorithms to classify each of these businesses into meaningful food store or restaurant categories (supermarkets, grocery stores, corner stores, counter-service restaurants, etc.). Store definitions are provided in **Appendix A**. We used this classification to initially categorize stores and restaurants and then updated the category as necessary when we visited each store or restaurant.

We aimed for a geographically balanced sample of food stores (supermarkets, grocery stores, corner stores, gas stations), coffee shops, and counter-service restaurants in Seattle and in the comparison area (Federal Way, Kent, and Auburn). At baseline, when selecting our store sample, we obtained geographic balance by dividing our study areas (Seattle, **Figure 1**, and comparison area, **Figure 2**) into 16 equal-sized areas, geocoding all the food establishments, then selecting a quota of stores from each store type within each of the 16 areas.

In addition to the sample derived from the above process, we also worked with community liaisons and used “minority-owned business” lists to sample small stores and counter-service restaurants owned by people of color; we included this additional community-based sampling approach due both to the anticipation that these stores

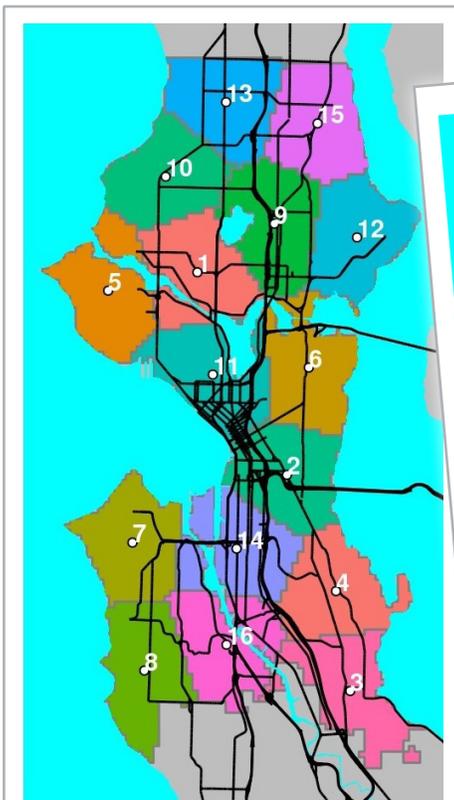


Figure 1: Seattle

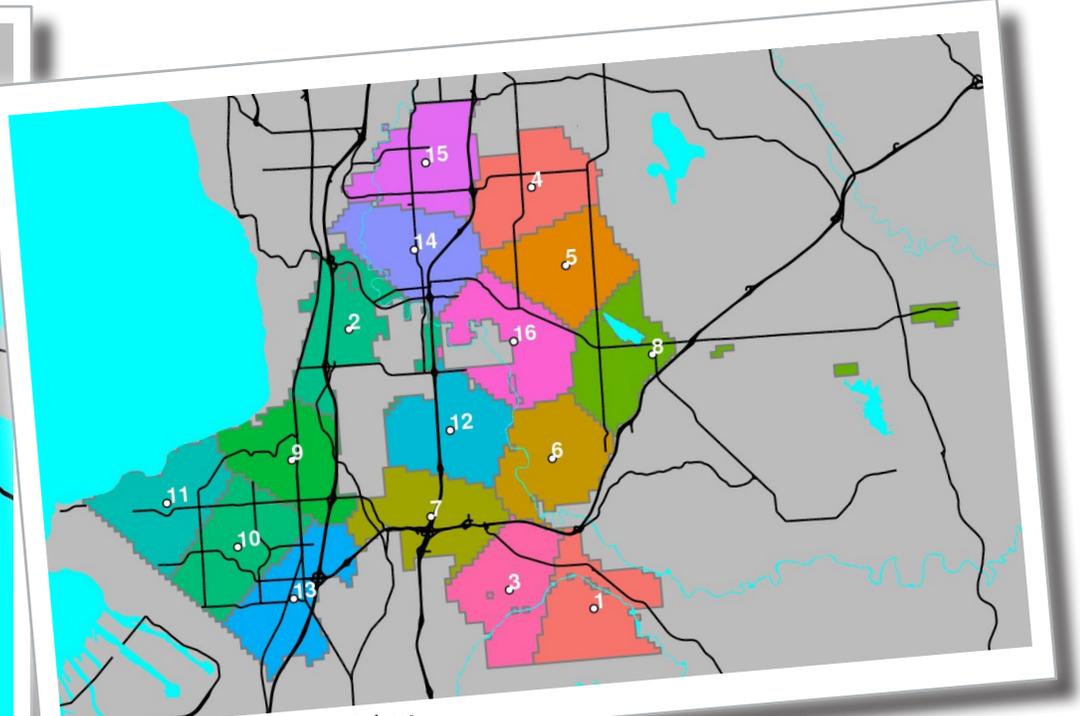


Figure 2: Federal Way, Kent, and Auburn

may be more affected by the tax and the expressed interest of the City of Seattle and the Community Advisory Board in ensuring these stores were represented in the sample.

During the 6-month follow up survey, we revisited every store included in the baseline sample and attempted to re-survey the prices of items in each store.

Data collectors attended one six-hour training, then practiced data collection in the field until 90% raw agreement on responses was achieved. Two of our data collectors also collected data for the baseline survey and they attended the trainings again before the six-month data collection. We conducted all in-store audits between October 23 and November 22, 2017 for the pre-tax, baseline assessment. The six-month, post-tax follow-up audits were conducted between May 21 and July 20 2018. We paused data collection the week of July 4 to minimize capturing holiday-specific sales and returned to stores during the weeks of July 9-20 to finish the six-month data collection.

### **Data collection.**

Within each store we measured the availability and prices of: soda, sports and energy drinks, teas and coffees, juices, powdered drink mixes, water, milks, fountain drinks, and a handful of snack and sugary foods. We collected prices from 25 unique taxed beverages, 32 unique non-taxed sugar-free or diet beverages, and nine unique non-taxed sugar-sweetened beverages (e.g., flavored milk). **Appendix C** contains the survey instruments. **Table 1** shows all surveyed beverages by beverage type and beverage tax category. For each beverage listed, we recorded the pricing and availability of multiple packaging sizes (e.g., 12oz cans, 20oz bottles, 1 liter bottles, 12 packs of 12oz cans). We additionally surveyed the price of six packaged snack and sugary food items: Little Debbie Honey Buns, Frosted Flakes, Lays Original Potato Chips, Oreos, Pringles, Reese's Peanut Butter Cups.

### **Variables.**

Beverage prices. The primary outcome of interest is the price of beverages, which we express as cents per ounce. We collected regular and discounted prices for all surveyed beverages. For these analyses, we use the lowest price at which each beverage could have been purchased on the day the store was surveyed. As described below, for stores that did not increase the shelf price, but did add a beverage tax at purchase, the add-on price was added to the shelf price in our dataset to create a total price.

Because we were aware that some stores were not changing the shelf price and instead just indicating on the shelf tag that a beverage tax would be added at the register, we developed, tested, and validated collection methods that would enable us to capture the actual price paid. In our pilot work, we visited a minimum of three stores in each store type category shortly before the six-month data collection began and took pictures of the variety of ways that stores were choosing to alert consumers to the beverage tax (or not). In each of these stores, we spoke with store managers or store staff to ask how, if at all, they had changed prices as a result of the tax. We additionally purchased 10-20 taxed and non-taxed beverages from nine of these stores to fully understand how the tax was being processed at the register. From this pilot data collection, we determined that five categories of “pricing type” would capture the majority of ways in which stores were marking shelf tags to indicate the presence of the tax (see **Figures 3.1-3.5** for examples): 1) no mention of the tax on the price tag, 2) the tax price was written on the price tag as an add-on amount and not included in total price listed, 3) the tax price was included in the total price on price tag, *and* identified as an add-on amount, 4) the tax price was included in the total price on price tag but *not* identified as an add-on amount, and 5) the price tag stated that the tax would be added at register and this add-on price was not included on the price tag. For beverages that followed #2, #3, and #4, the final price of the beverage plus beverage tax was obvious and data collectors collected this price. For beverages that followed #1, our pilot testing revealed that the price of the tax was incorporated in the shelf price already, so we collected the shelf price only in this scenario since it reflected the total price for purchasing the beverage. For beverages that followed #5, our pilot testing revealed that the tax was applied only to sugary beverages in Seattle subject to the tax and was not applied to sugar-free beverages (not subject to the tax). Therefore, for stores using this “pricing type,” data collectors purchased a diet and a regular soda to obtain the total price, including any add-on at the register. Using this add-on price from the purchased beverage, we calculated the store's price per ounce add-on, which we then

**TABLE 1. ALL SURVEYED BEVERAGES BY BEVERAGE TYPE AND BEVERAGE TAX STATUS<sup>1</sup>**

TAXED BEVERAGES (N=25)	NON-TAXED SUGAR-FREE BEVERAGES (N=32)	NON-TAXED SUGAR-SWEETENED BEVERAGES (N=9)
<b>SODA</b>	<b>DIET SODA</b>	<b>CHOCOLATE MILK</b>
COCA COLA	COCA COLA ZERO	CHOCOLATE MILK, ALL FAT CONTENTS
DR. PEPPER	COCA COLA DIET	<b>POWDERED DRINKS</b>
FANTA	DR. PEPPER DIET	GATORADE G2
JARRITOS	MOUNTAIN DEW DIET	GATORADE
MOUNTAIN DEW	PEPSI DIET	CHOCOLATE MILK
PEPSI	JARRITOS LIGHT	COUNTRY TIME LEMONADE
SODA, LOWEST COST AVAILABLE	<b>JUICE 100%</b>	KOOL-AID
<b>JUICE DRINK</b>	CAPRISUN 100% JUICE	<b>BUBBLE TEA PREPARED</b>
CAPRISUN	KIRKLAND APPLE 100% JUICE	BUBBLE TEA SWEETENED, MILK-BASED
TROPICANA FRUIT TWIST DRINK	KIRKLAND ORANGE 100% JUICE	<b>COFFEE PREPARED</b>
KIRKLAND CRANBERRY JUICE COCKTAIL	MINUTE MAID ORANGE 100% JUICE	COFFEE LATTE SWEETENED
KOOL-AID	TROPICANA ORANGE 100% JUICE	COFFEE MOCHA
MINUTE MAID CRANBERRY JUICE COCKTAIL	TREETOP APPLE 100% JUICE	
MINUTE MAID FRUIT PUNCH	<b>DIET SPORTS DRINK</b>	
TROPICANA CRANBERRY JUICE COCKTAIL	POWERADE ZERO	
JUICE DRINK, LOWEST COST AVAILABLE	VITAMIN WATER ZERO	
<b>SPORTS DRINK</b>	GATORADE G2	
GATORADE	<b>DIET ENERGY DRINK</b>	
POWERADE	MONSTER ENERGY DRINK ZERO	
VITAMIN WATER	RED BULL ENERGY DRINK SUGAR-FREE	
<b>ENERGY DRINK</b>	<b>WATER</b>	
MONSTER ENERGY DRINK	LA CROIX	
RED BULL ENERGY DRINK	WATER	
<b>TEA BOTTLED</b>	<b>MILK</b>	
ARIZONA TEA	WHITE MILK, ALL FAT CONTENTS	
PURE LEAF TEA	<b>POWDERED DRINKS, SUGAR-FREE</b>	
<b>TEA PREPARED</b>	CRYSTAL LITE LEMONADE	
BUBBLE TEA, NON-MILK BASED	KOOL-AID	
<b>COFFEE BOTTLED</b>	CHOCOLATE MILK	
STARBUCKS FRAPPUCCINO	<b>TEA BOTTLED</b>	
<b>SUGARY FLAVOR SHOT*</b>	ARIZONA TEA, UNSWEETENED	
	PURE LEAF TEA, UNSWEETENED	
	<b>BUBBLE TEA PREPARED</b>	
	BUBBLE TEA, SUGAR-FREE	
	BUBBLE TEA, UNSWEETENED TEA	
	FRUIT SMOOTHIE	
	<b>COFFEE PREPARED</b>	
	COFFEE, DRIP	
	COFFEE, LATTE PLAIN	
	COFFEE, LATTE SUGAR-FREE FLAVORED	
	<b>SUGAR-FREE FLAVOR SHOT*</b>	

<sup>1</sup> For each beverage listed, we measured the pricing and availability of multiple packaging sizes (e.g., 12oz cans, 20oz bottles, 1 liter bottles, 12 packs of 12oz cans)  
 \* Sugary syrup add-on has ambiguous tax status.

applied to all taxed beverages at that store. So, for example, if an energy drink was marked with a shelf price and a tag that said, “plus beverage tax,” we calculated the total price by summing the shelf price, plus the amount of beverage tax (in cents per ounce) added by that store. Our pilot testing revealed that stores with this type of pricing strategy consistently applied the same tax per ounce for all beverages subject to the tax, so we obtained the beverage tax for each store from the receipt from our purchase of a diet and a regular beverage.

**Beverage types.** We grouped similar beverages together to form 22 “beverage types,” (i.e., soda, energy drinks, juice, juice drink, etc.). **Table 1** (above) displays the beverage types and lists beverages in each beverage type category.

**Beverage tax categories.** We then further grouped beverage types into three aggregate categories, according to both their added sweetener content and whether they are subject to the Seattle Sweetened Beverage Tax: taxed, non-taxed sugar-free, and non-taxed sugar-sweetened. Beverages in the comparison area are grouped into these same categories to make comparison, but none of these beverages are subject to the Seattle Sweetened Beverage Tax if they are distributed and sold outside Seattle.

**Store type.** We included 5 different categories of stores or restaurants: Superstores/supermarkets, grocery stores and drug stores, small stores, counter-service restaurants, and beverage shops (coffee or tea). Definitions for each store or restaurant type are provided in **Appendix A**.

**Statistical analysis.**

Tax impact analyses.

Our primary analyses aim to estimate the impact of the tax on the price of beverages subject to the tax. To do this, we use a regression-based difference-in-difference model to estimate the degree to which the price of beverages in Seattle changed above and beyond price changes for the same beverages in the comparison area. We do this for taxed beverages and non-taxed beverages. Specifically, we ran ordinary least squares models with standard errors adjusting for clustering at the store level of the general form:

$$Y_{it} = \beta_0 + \beta_1(\text{city})_i + \beta_2(\text{time})_t + \beta_3(\text{city} \times \text{time})_i + \epsilon_{it},$$

where,  $Y_{it}$  is the price per ounce of beverage  $i$  at time  $t$ . City is an indicator variable that takes the value of 1 for observations in Seattle and 0 for observations in the comparison area; this controls for baseline differences in prices between Seattle and the comparison area. Time is an indicator variable that takes the value of 1 for prices measured in the post-tax period and 0 for prices measured in the pre-tax period; this controls for the time trend we could have expected to see had Seattle not implemented the tax. The coefficient on the interaction between city and time ( $\text{city} \times \text{time}$ ),  $\beta_3$ , is the difference-in-difference estimator. It estimates the average change in prices in Seattle above and beyond the change in prices in the comparison area and is our estimate of the impact of the tax on the prices of taxed beverages. This is also our estimate of the tax pass-through. A pass-through of the tax of 100% would mean  $\beta_3 = 1.75$ , meaning that the price of beverages subject to the tax rose an additional 1.75 cents per ounce above and beyond the change seen



Figure 3.1 No mention of tax on the price tag (#1)

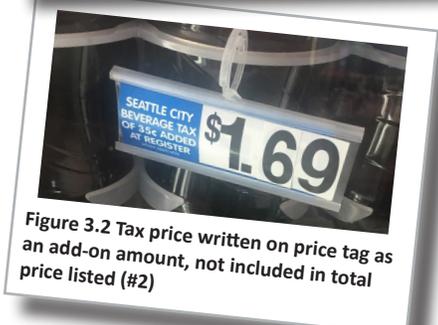


Figure 3.2 Tax price written on price tag as an add-on amount, not included in total price listed (#2)



Figure 3.3 Tax price included in total price on price tag and specified as add-on amount (#3)

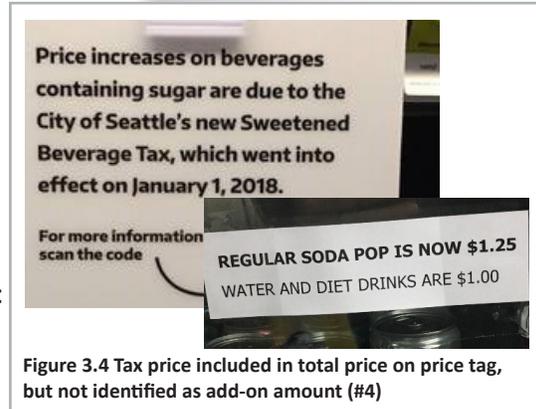


Figure 3.4 Tax price included in total price on price tag, but not identified as add-on amount (#4)



Figure 3.5 Price tag says tax will be added at register (e.g., “plus beverage tax”), and does not include specific add-on amount on price tag (#5)

in the comparison area.

Using these same difference-in-difference models, we then run models stratified by beverage type, since previous studies have noted different pass-throughs of the tax by beverage type. We do this for both taxed and non-taxed beverages, separately.

We then stratify by store type and estimate the difference-in-difference for taxed and non-taxed beverages (aggregate categories) by store type. In these models, we combine the taxed and non-taxed beverages in one model to derive the difference-in-difference estimate for each and to also derive a triple difference estimate for each store type, which further subtracts the differential change in the price of taxed beverages (compared to non-taxed) in the comparison area from that in Seattle. Specifically, we estimated the following linear regression model using ordinary least squares with standard errors adjusted for clustering within stores:

$$Y_{ijst} = \beta_0 + \beta_1(\text{city})_j + \beta_2(\text{taxed})_s + \beta_3(\text{time})_t + \beta_4(\text{city}_j \times \text{taxed}_s) + \beta_5(\text{city}_j \times \text{time}_t) + \beta_6(\text{taxed}_s \times \text{time}_t) + \beta_7(\text{city}_j \times \text{taxed}_s \times \text{time}_t) + \epsilon_{ijst}$$

Here,  $Y_{ijst}$  is the observed the price of beverage  $i$  in city  $j$  in taxed category  $s$  at time  $t$ ,  $\text{city}$  is an indicator variable that takes the value of 1 for beverages in Seattle and 0 for beverages in the comparison area,  $\text{taxed}$  is an indicator variable that takes the value of 1 if the beverage is subject to the tax in Seattle and 0 if the beverage is not subject to the tax in Seattle,  $\text{time}$  is an indicator variable that takes the value of 1 for prices measured in the post-tax period and 0 for prices measured in the pre-tax period. The  $\text{city}$  indicator variable controls for different price levels between Seattle and the comparison area even before the tax, the  $\text{taxed}$  indicator variable controls for different price levels between taxed and non-taxed beverages in both cities, even without the tax, and the  $\text{time}$  indicator variable controls for differences in prices that are a function of seasonality or the passage of time that would exist in both areas regardless of whether the tax was imposed. The interaction terms control for additional heterogeneity in the average prices that may also exist, even in the absence of the tax. For example, the average price of taxed beverages in Seattle may be higher or lower than the average price of other beverages. The interaction between  $\text{city}$  and  $\text{taxed}$  ( $\text{city} \times \text{taxed}$ ) would control for this. Other potential problems could occur if the average price of all taxed and non-taxed beverages rose faster in Seattle than in the comparison area [the interaction between  $\text{city}$  and  $\text{time}$  indicator variables ( $\text{city} \times \text{time}$ ) would control for this] or if the average price of taxed beverages rose faster than the average price of non-taxed beverages, regardless of the area [the interaction between the  $\text{taxed}$  and  $\text{time}$  indicator variables ( $\text{taxed} \times \text{time}$ ) would control for this]. Finally, the estimated coefficient on  $\beta_7$  is our estimate of the triple difference estimate--it is the difference between two sets of changes in prices over time. First, we take the difference in the change in price of taxed beverages in Seattle relative to non-taxed beverages in Seattle. Then we subtract from that the difference between the change in price in taxed beverages in the comparison area and the change in price for non-taxed beverages in the comparison area.

This is the estimate of the impact of the tax on taxed beverages above and beyond any changes in the price of non-taxed beverages. It is of secondary interest because changes in the price of non-taxed beverages in Seattle (which we difference out in the triple difference estimate) could be a result of the tax itself (and therefore should not be differenced out to estimate tax impacts) or to prices in Seattle rising faster than prices in the comparison area.

Finally, we present a pooled model, unstratified by beverage or store type, giving the overall pooled impact, although this estimate should be interpreted with caution since the unweighted pooled estimate is influenced by how many beverages were collected at each store type.

In all models, we include only stores that we surveyed at both time points in the model. Our primary models examine all beverages that were surveyed in these stores at either time point. In sensitivity models, we limit our models to include only beverages that were measured at both time points in a store.

We use these same difference-in-difference models to estimate the degree to which prices of packaged food and healthier food changed more in Seattle compared to the comparison area in this time period.

In sensitivity analyses, we 1) limited the difference-in-difference analyses to include only beverages that we

observed in each store at both time points, and 2) used difference-in-difference models by beverage size to identify how prices changed in association with the tax by beverage size.

After finding that the prices of some untaxed beverages increased in some store types, we did additional analyses to further probe whether this finding was universal across store subtypes and beverage types. Specifically, we categorized grocery stores, small stores and drug stores according to whether they were chain stores or not. For small stores, we additionally categorized them according to whether they were gas stations or not. We then re-ran the difference-in-difference analyses according to beverage type within these store categories.

Secondary descriptive analyses.

To describe the variety and frequency of tax implementation strategies, we tabulate frequencies of the five “pricing types” we observed by beverage and by store.

**RESULTS**

**Box 1. Statistical definitions**

**Difference-in-difference.** The difference-in-difference in this context can be interpreted as the impact of the tax on prices for taxed beverages, if we assume that the trend in the comparison area is a reasonable substitute for the trend we would have expected in Seattle, had Seattle not passed the Sweetened Beverage Tax. Mathematically, it is equivalent to subtracting the change in prices over this time period in the comparison area from the change in prices over this time period in Seattle.

**Triple difference.** The triple difference is of secondary importance in this context. The triple-difference (the difference-in-difference-in-difference) further subtracts out changes in the price of untaxed beverages from changes in taxed beverages. In this context, this can be interpreted as the average differential change in price between taxed and untaxed goods in Seattle above and beyond the average differential change in price between these goods in the comparison area. Mathematically, it is equivalent to subtracting the change in the price of non-taxed beverages in Seattle from the change in price of taxed beverages in Seattle, and from that, further subtracting the difference between the change in price in non-taxed beverages in the comparison area and the change in price for taxed beverages in the comparison area.

Of the 458 stores include in our sample at baseline (pre-tax), 413 (90%) were re-surveyed during the 6-month post-tax follow up visit (**Table 2**). Fourteen (3%) were permanently closed when we returned and 31 (7%) refused to participate.

TABLE 2. NUMBER OF STORES OF EACH STORE TYPE, AT BASELINE AND 6-MONTHS POST-TAX, FOR SEATTLE AND COMPARISON AREA						
RETAIL TYPE	SEATTLE			COMPARISON AREA		
	BASELINE	6MO	RE-SURVEY RATE	BASELINE	6MO	RE-SURVEY RATE
SUPERSTORE	12	11	92%	13	11	85%
SUPERMARKET	19	18	95%	11	11	100%
GROCERY	33	28	85%	14	13	93%
SMALL STORES	71	61	86%	80	71	89%
DRUG STORES	17	17	100%	13	13	100%
WAREHOUSES	1	1	100%	1	1	100%
COUNTER-SERVICE RESTAURANT	47	43	91%	75	65	87%
COFFEE SHOPS	21	18	86%	24	24	100%
BUBBLE TEA SHOPS	8	7	88%	2	0	0%
<b>SUBTOTAL</b>	<b>229</b>	<b>204</b>	<b>89%</b>	<b>233</b>	<b>209</b>	<b>90%</b>

**Table 3** displays the total number of observations, by beverage type, for which we were able to record a price at baseline and during the 6-month post-tax visit. (See **Table 1** for a list of which beverages were included in each beverages type category).

	<b>TABLE 3. NUMBER OF BEVERAGES MEASURED IN EACH BEVERAGE CATEGORY</b>			
	<b>SEATTLE</b>		<b>COMPARISON AREA</b>	
	<b>BASELINE</b>	<b>6 MONTHS</b>	<b>BASELINE</b>	<b>6 MONTHS</b>
	<b>N</b>	<b>N</b>	<b>N</b>	<b>N</b>
<b>TAXED BEVERAGES</b>				
SODA	1626	1588	1892	1791
SPORTS DRINKS	395	375	382	384
ENERGY DRINKS	530	532	631	614
JUICE DRINKS	183	184	187	162
TEA, SUGAR-SWEETENED BOTTLED TAXED	245	235	245	231
SUGARY FLAVOR SHOT	17	17	24	23
COFFEE, SUGAR-SWEETENED BOTTLED	157	149	139	131
<b>NON-TAXED SUGAR-FREE BEVERAGES</b>				
DIET SODA	1196	1228	1107	1101
DIET SPORTS DRINKS	197	218	160	180
DIET ENERGY DRINKS	446	458	532	522
100% JUICE	205	216	208	212
MILK	666	653	545	492
WATER	276	308	301	302
POWDERED SUGAR-FREE DRINKS	77	80	68	64
TEA, SUGAR-FREE BOTTLED NO TAX	159	154	137	135
COFFEE, SUGAR-FREE PREPARED NO TAX	49	45	61	59
SUGAR-FREE FLAVOR SHOT	13	14	24	23
<b>NON-TAXED SUGAR-SWEETENED BEVERAGES</b>				
CHOCOLATE MILK	142	141	166	156
POWDERED SUGAR-SWEETENED DRINKS	169	162	171	152
COFFEE, SUGAR-SWEETENED PREPARED NO TAX	33	34	48	44
<b>BUBBLE TEA SHOPS</b>				
TEA, SUGAR-SWEETENED PREPARED TAXED	5	7	0	0
TEA, SUGAR-FREE PREPARED NO TAX	15	20	1	0
TEA, SUGAR-SWEETENED PREPARED NO TAX	7	7	1	0

\* Sugary syrup add-on has ambiguous tax status.

## IMPACT OF THE TAX ON AVERAGE TAXED AND NON-TAXED BEVERAGE PRICES ACCORDING TO BEVERAGE TYPE

**Table 4** displays the change in price by beverage type in Seattle and the comparison area as well as the difference-in-difference (i.e., the degree to which the prices in Seattle changed above and beyond the price changes in the comparison area – the change in Seattle prices minus the change in the comparison area prices). The price of all

taxed beverages (except sugary syrup add-ons in coffee shops) increased significantly in Seattle, while small non-statistically significant changes in price for these same beverages were seen in the comparison area. The difference-in-difference indicated the pass-through of the tax was more than 100% on average for soda [DD: 1.78 (95% CI: 1.58, 1.99) and energy drinks (DD: 1.95 (95% CI: 1.37, 2.52)]. Price pass-through was lower (84%) for bottled sugar-sweetened tea [DD: 1.48 (95% CI: 1.06, 1.89)], 84% for sports beverages [DD: 1.47 (95% CI: 1.17, 1.78)], and 62% for bottled sugar-sweetened coffee drinks [DD: 1.09 (95% CI: 0.10, 2.09)]. Pass-through was 63% for juice beverages [DD: 1.11 (95% CI: 0.05, 2.16)].

Sugary syrups in coffee shops are included in our taxed category, but their tax status is ambiguous since retailers can provide a signed written statement to the distributor stating that the syrups will be added to drinks that have milk as their primary ingredient, and the distributor will not be taxed for these syrups. The average price of adding these syrups increased by just over 8 cents on average in Seattle and decreased by approximately 1 cent in the comparison area; however, the confidence intervals were wide and neither of these changes were statistically significantly different from zero. The difference-in-difference was also not statistically significant.

The price of several non-taxed sugar-free beverages also increased in Seattle between the pre-tax period and six months post-tax, including diet soda, diet energy drinks, bottled tea, and prepared coffee. This change in price in Seattle was statistically significantly greater than the change in price in the comparison area for diet soda [DD: 0.61 (95% CI: 0.39, 0.83)] and diet energy drinks [DD: 1.00 (95% CI: 0.41, 1.60)]. The difference-in-difference for prepared sugar-free coffee beverages was significant at the 0.10 level only [DD: 1.23 (95% CI: -0.05, 2.50)]. The difference for bottled sugar-free or diet teas was not statistically significant [DD: 0.24 (95% CI: -0.39, 0.86)], nor was that for diet sports drinks [DD: 0.35 (95% CI: -0.08, 0.78)]. For milk, the price per ounce decreased significantly in the comparison area, leading to a significantly greater increase in price in Seattle as compared to the comparison area [DD: 0.32 (95% CI: 0.02, 0.62)].

Among the sugary beverages that are not subject to the tax, there were significant increases in price per ounce in Seattle between the pre-tax period and six months post-tax for prepared sugar-sweetened coffee. The change in Seattle was marginally significantly greater than the change in the comparison area for prepared sugar-sweetened coffee beverages [DD: 0.83 (95% CI: -0.08, 1.74)].

The difference-in-difference indicated the pass-through of the tax was more than 100% on average for soda and energy drinks. Price pass-through was lower (84%) for bottled sugar-sweetened tea, 84% for sports beverages, and 62% for bottled sugar-sweetened coffee drinks. Pass-through was 63% for juice beverages.

**TABLE 4. CHANGE IN PRICE (CENTS PER OUNCE) BETWEEN PRE-TAX AND SIX MONTHS POST-TAX FOR SEATTLE AND COMPARISON AREA AND DIFFERENCE-IN-DIFFERENCE BY BEVERAGE TYPE**

	SEATTLE DIFFERENCE (6-MONTH MINUS BASELINE) MEAN CENTS/OZ, (95% CI)	COMPARISON DIFFERENCE (6-MONTH MINUS BASELINE) MEAN CENTS/OZ, (95% CI)	DIFFERENCE-IN-DIFFERENCES (SEATTLE CHANGE MINUS COMPARISON AREA CHANGE) MEAN CENTS/OZ, (95% CI)	N OBSERVATIONS IN MODEL
<b>TAXED BEVERAGES:</b>	1.76 (1.56, 1.96)*	0.06 (-0.07, 0.19)	1.70 (1.46, 1.94)*	12,988
SODA	1.87 (1.70, 2.04)*	0.09 (-0.04, 0.21)	1.78 (1.58, 1.99)*	6,897
SPORTS DRINKS	1.52 (1.27, 1.77)*	0.05 (-0.13, 0.22)	1.47 (1.17, 1.78)*	1,536
ENERGY DRINKS	1.76 (1.30, 2.21)*	-0.19 (-0.54, 0.15)	1.95 (1.37, 2.52)*	2,307
JUICE DRINKS	0.78 (0.13, 1.43)*	-0.32 (-1.15, 0.51)	1.11 (0.05, 2.16)*	716
SUGAR-SWEETENED TEA, BOTTLED	1.74 (1.41, 2.06)*	0.26 (-0.01, 0.52)*	1.48 (1.06, 1.89)*	956
SUGAR-SWEETENED COFFEE, BOTTLED	1.30 (0.58, 2.02)*	0.21 (-0.47, 0.88)	1.09 (0.10, 2.09)*	576
SUGARY SYRUP ADD-ON <sup>1</sup>	8.12 (-5.32, 21.55)	-1.13 (-6.07, 3.81)	9.25 (-5.06, 23.56)	81
<b>NON-TAXED SUGAR-FREE BEVERAGES:</b>	0.48 (0.29, 0.67)*	0.05 (-0.10, 0.19)	0.43 (0.19, 0.67)*	12,817
DIET SODA	0.72 (0.54, 0.89)*	0.11 (-0.02, 0.24)*	0.61 (0.39, 0.83)*	4,632
DIET SPORTS DRINKS	0.31 (-0.02, 0.63)+	-0.04 (-0.32, 0.24)	0.35 (-0.08, 0.78)	755
DIET ENERGY DRINKS	0.61 (0.14, 1.08)*	-0.39 (-0.75, -0.03)*	1.00 (0.41, 1.60)*	1,958
100% JUICE	0.93 (0.38, 1.47)*	1.15 (0.63, 1.66)*	-0.22 (-0.97, 0.54)	841
MILK	0.04 (-0.15, 0.23)	-0.28 (-0.52, -0.05)*	0.32 (0.02, 0.62)*	2,356
WATER	0.11 (-0.13, 0.35)	0.04 (-0.19, 0.27)	0.07 (-0.26, 0.40)	1,187
POWDERED, SUGAR-FREE <sup>2</sup>	-0.07 (-0.14, 0.01)	-0.03 (-0.27, 0.20)	-0.03 (-0.28, 0.22)	289
TEA, BOTTLED	0.46 (0.02, 0.90)*	0.22 (-0.22, 0.66)	0.24 (-0.39, 0.86)	585
COFFEE, PREPARED	1.43 (0.28, 2.57)*	0.20 (-0.36, 0.76)	1.23 (-0.05, 2.50)+	214
SUGAR-FREE SYRUP ADD-ON <sup>1</sup>	5.79 (-13.02, 24.60)	-4.05 (-9.26, 1.15)	9.84 (-9.68, 29.36)	74
<b>NON-TAXED SUGAR-SWEETENED BEVERAGES:</b>	0.31 (-0.16, 0.77)	0.00 (-0.48, 0.49)	0.30 (-0.37, 0.97)	1,418
CHOCOLATE MILK	0.00 (-0.65, 0.65)	-0.30 (-0.79, 0.20)	0.30 (-0.52, 1.12)	605
POWDERED, SUGAR-SWEETENED <sup>2</sup>	-0.05 (-0.14, 0.03)	-0.07 (-0.15, 0.00)+	0.02 (-0.09, 0.13)	654
SUGAR-SWEETENED COFFEE, PREPARED	1.20 (0.39, 2.01)*	0.37 (-0.04, 0.78)+	0.83 (-0.08, 1.74)+	159

\*p-value <0.05

+p-value <0.10

SE corrected for clustering by store

<sup>1</sup> The unit for "sugary syrup add-on" is one "serving" of syrup (not price per ounce). Specifically, in coffee shops we recorded the price of non-flavored lattes and flavored lattes. For flavored lattes, many stores list separately the cost to add a 'flavor shot' to a drink. This total add-on flavor cost we call the 'syrup add-on.' In coffee shops where the flavor cost was incorporated into the total price for a flavor latte, we calculated the 'syrup add-on' by subtracting the price of the plain latte with no syrup from the price of the flavored latte with syrup. This syrup price difference reflects the difference in total cost to add flavored syrup to a prepared beverage. The tax on syrup, when it is taxed, is based on the size in ounces and milk/non-milk status of the beverage it is added to.

<sup>2</sup>Price per ounce of powdered drinks is calculated according to the intended liquid volume.

**IMPACT OF THE TAX ON AVERAGE TAXED AND NON-TAXED BEVERAGE PRICES ACCORDING TO STORE TYPE**

**Table 5** displays the change in price from pre-tax to six months post-tax for Seattle and the comparison area as well as the difference-in-difference estimate according to store type for taxed and non-taxed beverages. Some differences by store type in price pass-through patterns are apparent.

**TABLE 5. CHANGE IN PRICE (CENTS PER OUNCE UNLESS OTHERWISE NOTED) BETWEEN PRE-TAX AND SIX MONTHS POST-TAX FOR SEATTLE AND COMPARISON AREA, DIFFERENCE-IN-DIFFERENCE FOR TAXED AND NON-TAXED BEVERAGES AND TRIPLE DIFFERENCE, BY STORE TYPE**

	SEATTLE DIFFERENCE (6-MONTH MINUS BASELINE) MEAN CENTS/OZ, (95% CI)	COMPARISON DIFFERENCE (6-MONTH MINUS BASELINE) MEAN CENTS/OZ, (95% CI)	DIFFERENCE-IN- DIFFERENCES (SEATTLE CHANGE MINUS COMPARISON AREA CHANGE) MEAN CENTS/OZ, (95% CI)	TRIPLE DIFFERENCE CENTS/OZ, (95% CI)	N OBSERVATIONS IN MODEL
<b>SUPERSTORES/SUPERMARKETS:</b>					
TAXED BEVERAGES	1.47 (1.25, 1.70)*	-0.04 (-0.19, 0.12)	1.51 (1.24, 1.79)*		
NON-TAXED BEVERAGES	-0.02 (-0.16, 0.13)	0.02 (-0.15, 0.18)	-0.03 (-0.25, 0.19)	1.54 (1.25, 1.84)*	8,196
<b>GROCERY/DRUG STORES:</b>					
TAXED BEVERAGES	1.79 (1.44, 2.14)*	-0.03 (-0.37, 0.32)	1.82 (1.33, 2.31)*		
NON-TAXED BEVERAGES	0.42 (0.17, 0.67)*	-0.04 (-0.34, 0.25)	0.47 (0.08, 0.85)*	1.35 (0.87, 1.84)*	7,367
<b>SMALL STORES:</b>					
TAXED BEVERAGES	2.01 (1.61, 2.40)*	0.21 (0.01, 0.40)*	1.80 (1.36, 2.24)*		
NON-TAXED BEVERAGES	1.00 (0.60, 1.40)*	0.23 (-0.01, 0.47)+	0.77 (0.30, 1.24)*	1.03 (0.54, 1.52)*	10,115
<b>WAREHOUSE:</b>					
TAXED BEVERAGES	2.06 (-2.54, 6.66)	-0.28 (-4.23, 3.66)	2.34 (-3.72, 8.40)		
NON-TAXED BEVERAGES	0.21 (-2.34, 2.75)	0.60 (-1.83, 3.03)	-0.40 (-3.91, 3.12)	2.74 (-4.27, 9.74)	132
<b>COFFEE SHOPS:</b>					
SUGARY SYRUP ADD-ON <sup>1</sup>	8.12 (-5.17, 21.41)	-1.13 (-6.02, 3.75)	9.25 (-4.91, 23.41)		
NON-TAXED BEVERAGES	3.20 (-0.63, 7.03)+	-0.95 (-2.54, 0.65)	4.14 (-0.01, 8.29)+	-- <sup>2</sup>	373
<b>QUICK-SERVICE RESTAURANTS:</b>					
TAXED BEVERAGES	1.59 (0.63, 2.55)*	0.16 (-0.54, 0.85)	1.43 (0.25, 2.62)*		
NON-TAXED BEVERAGES	0.81 (-0.92, 2.54)	0.17 (-0.82, 1.15)	0.64 (-1.35, 2.63)	0.80 (-1.34, 2.93)	1,040

\*p-value <0.05

+p-value <0.10

SE corrected for clustering by store

<sup>1</sup> The unit for "sugary syrup add-on" is one "serving" of syrup (not price per ounce). Specifically, in coffee shops we recorded the price of non-flavored lattes and flavored lattes. For flavored lattes, many stores list separately the cost to add a 'flavor shot' to a drink. This total add-on flavor cost we call the 'syrup add-on.' In coffee shops where the flavor cost was incorporated into the total price for a flavor latte, we calculated the 'syrup add-on' by subtracting the price of the plain latte with no syrup from the price of the flavored latte with syrup. This syrup price difference reflects the difference in total cost to add flavored syrup to a prepared beverage. The tax on syrup, when it is taxed, is based on the size in ounces and milk/non-milk status of the beverage it is added to

<sup>2</sup> Difference between taxed and non-taxed is not calculated for coffee shops because of different units (i.e., price per syrup shot vs. price per ounce for non-taxed coffee drinks)

Among Seattle supermarkets and superstores, average pass-through for taxed beverages was 1.51 cents per ounce or 86% of the price of the tax. Non-taxed beverages prices did not change significantly in these stores. The differential change for taxed versus non-taxed beverages in Seattle versus the comparison area (the triple difference) was 1.54 cents per ounce (95% CI: 1.25, 1.84).

Among Seattle supermarkets and superstores, average pass-through for taxed beverages was 1.51 cents per ounce or 86% of the price of the tax. Non-taxed beverages prices did not change significantly in these stores.

Among grocery stores and drug stores, the price of both taxed and non-taxed beverage increased significantly more in Seattle as compared to the change in price in the comparison area. For taxed beverages, the average pass-through was more than 100% of the tax price at 1.82 cents per ounce (95% CI: 1.33, 2.31). For non-taxed beverages in these stores, prices increased in Seattle above and beyond price increases in the comparison area by 0.47 cents per ounce on average (95% CI: 0.08, 0.85). Because the price of non-taxed beverages in Seattle increased substantially, the differential change for taxed versus non-taxed beverages in Seattle versus the comparison area (the triple difference) was lower, at 1.35 cents per ounce (95% CI: 0.87, 1.84). In practical terms, this indicates that

Among grocery stores and drug stores, the price of both taxed and non-taxed beverage increased significantly more in Seattle as compared to the change in price in the comparison area. For taxed beverages, the average pass-through was more than 100% of the tax price at 1.82 cents per ounce. For non-taxed beverages in these stores, prices increased in Seattle above and beyond price increases in the comparison area by 0.47 cents per ounce on average.

the six-months post-tax price differential between taxed versus non-taxed beverages at these stores is not as great as the same price differential between these beverages at the larger supermarkets and superstores.

The findings for small stores were very similar to those for grocery and drug stores. Specifically, the price of both taxed and non-taxed beverages increased significantly more in Seattle, compared to the comparison area. In the case of small stores, the pass-through on taxed beverages was approximately 103% of the price of the tax on average, or 1.80 cents per ounce (95%CI: 1.36, 2.24). The price of non-taxed beverages increased by 0.77 cents more per ounce in Seattle compared to the comparison area (95% CI: 0.30, 1.24). As in the grocery and drug

stores, because the price of non-taxed beverages in Seattle increased substantially, the differential change for taxed versus non-taxed beverages in Seattle compared to the comparison area (the triple difference) was lower than in supermarkets/superstores, at 1.03 cents per ounce (95% CI: 0.54, 1.52).

In the warehouse stores, there is substantial variation in the estimate of the change in price. While the average change indicates that prices on taxed beverages increased by 134% of the tax amount after netting out the change in the comparison area, this change is not statistically significant because of the large variation in price changes ( $DD_{\text{taxed}}$ : 2.34 (95% CI: -3.72, 8.40). The difference-in-difference for the non-taxed beverages in these stores also did not reach statistical significance [ $DD_{\text{non-taxed}}$ : -0.40 (95% CI: -3.91, 3.12)]. Because our sample contains only two warehouse stores, the number of observations in these models is relatively small.

The findings for small stores were very similar to those for grocery and drug stores. Specifically, the price of both taxed and non-taxed beverages increased significantly more in Seattle, compared to the comparison area. In the case of small stores, the pass-through on taxed beverages was approximately 103% of the price of the tax on average, or 1.80 cents per ounce (95%CI: 1.36, 2.24). The price of non-taxed beverages increased by 0.77 cents more per ounce in Seattle compared to the comparison area (95% CI: 0.30, 1.24).

In coffee shops, we report on the price of the caloric flavor syrup that can be added to coffee drinks as the taxed beverage. However, its tax status is ambiguous. While the tax regulations state that “‘Sweetened beverage’ does not include...any beverage in which natural milk is the primary ingredient, in other words, the ingredient listed first in the product ingredient list; or in which water and grains, nuts, legumes, or seeds constitute the first two ingredients in the product ingredient list” (Ord. 125324, § 2, 2017. Section 5.53.020), retailers must provide a signed written statement to the distributor certifying the number of bottles of syrup that will be used for beverages where

the first ingredient is milk. If the distributor does not receive this signed statement from the retailer, then the distributor is still responsible for paying the tax on these syrup bottles. Although the average price of additional caloric flavor syrup at coffee shops in Seattle increased by 8.12 cents, this price increase varied considerably (95% CI: -5.17, 21.41), and was not statistically significant. However, the price of non-taxed coffee beverages increased more in Seattle than in the comparison area and this increase was marginally statistically significant ( $DD_{\text{non-taxed}}$ : 4.14 cents per ounce (95% CI: -0.01, 8.29)).

In quick-service restaurants, the price of taxed beverages increased significantly more in Seattle compared to the comparison area – by 1.43 cents per ounce (95% CI: 0.25, 2.62), or 82% of the price of the tax. Non-taxed beverages in these restaurants also increased on average by 0.64 cents per ounce in Seattle versus the comparison area; however, this varied widely and the price change was not statistically significant. The increase in the price of both taxed and non-taxed beverages led to a lower triple difference (the differential price increase in the taxed beverages compared to the non-taxed beverages in Seattle versus the comparison area), which was not statistically significant [DDD: 0.80 (95% CI: -1.34, 2.93)].

### IMPACT OF THE TAX ON AVERAGE TAXED AND NON-TAXED BEVERAGE PRICES, ESTIMATES POOLED ACROSS STORE AND BEVERAGE

**Table 6** displays the mean price (in cents per ounce) of all taxed and non-taxed beverages pre-tax and six months post-tax, as well as the difference-in-difference for the change in prices in Seattle compared to the change in prices in the comparison area for both taxed and non-taxed beverages. In the pooled estimate for beverages subject to the tax, the difference-in-difference indicates that prices increased an average of 1.70 cents more per ounce (95% CI: 1.46, 1.94) in Seattle than in the comparison area. The difference-in-difference for the taxed beverages of 1.70 cents per ounce indicates that, aggregated across store type and beverage type, the tax was passed through at an average of 97%.

The price of beverages not subject to the tax (including those with low-to-no sugar sweetening and those with sugar sweetening) also increased significantly more ( $DD_{\text{non-taxed}}$ : 0.42 cents per ounce (95% CI: 0.18, 0.66)) in Seattle compared to the comparison area.

The difference between the net increase in taxed beverage prices versus the net increase in non-taxed beverages was statistically significant (DDD: 1.28 cents per ounce (95% CI: 1.02, 1.54)).

The pooled estimates should be interpreted with caution since the overall average is a function of the number of beverages surveyed in each type of store, which may not reflect the proportion of beverages bought at each store. For example, if households buy 70% of their beverages in supermarkets, but supermarkets only represent 30% of the observations in this model, the models stratified by store type will be more relevant.

**TABLE 6. POOLED ESTIMATES OF MEAN CENTS PER OUNCE OF TAXED AND NON-TAXED BEVERAGES IN SEATTLE AND COMPARISON AREA, DIFFERENCE-IN-DIFFERENCE, AND TRIPLE DIFFERENCE ESTIMATES (N=27371 OBSERVATIONS)**

	SEATTLE PRE-TAX MEAN CENTS/OZ, (95% CI)	SEATTLE POST-TAX MEAN CENTS/OZ, (95% CI)	SEATTLE CHANGE (POST – PRE) MEAN CENTS/OZ, (95% CI)	COMPARISON PRE-TAX MEAN CENTS/OZ, (95% CI)	COMPARISON POST-TAX MEAN CENTS/OZ, (95% CI)	COMPARISON CHANGE (POST-PRE) MEAN CENTS/OZ, (95% CI)	DIFFERENCE-IN-DIFFERENCES CENTS/OZ, (95% CI) AND TRIPLE DIFFERENCE
<b>TAXED BEVERAGES</b>	9.45 (9.07, 9.83)	11.21 (10.77, 11.65)	1.76 (1.56, 1.96)*	9.07 (8.79, 9.35)	9.13 (8.83, 9.43)	0.06 (-0.07, 0.19)	1.70 (1.46, 1.94)*
<b>NON-TAXED BEVERAGES</b>	8.12 (7.63, 8.60)	8.57 (8.02, 9.13)	0.46 (0.28, 0.64)*	8.62 (8.06, 9.18)	8.66 (8.09, 9.23)	0.04 (-0.11, 0.19)	0.42 (0.18, 0.66)*
						TRIPLE DIFFERENCE:	1.28 (1.02, 1.54)*

\*p-value <0.05  
Standard errors corrected for clustering by store

## SENSITIVITY ANALYSES AND SECONDARY ANALYSES

### Sensitivity analyses.

In sensitivity analyses, limiting the difference-in-difference analyses to include only beverages that we observed in each store at both time points yielded substantively similar results (**Appendix B Supplemental Table 1**). Our analyses for three common beverage sizes found that the average pass-through was lowest for two-liter bottles [DD: 1.51 (95% CI: 1.28, 1.74)], higher for 20 oz bottles [DD: 1.84 (95% CI: 1.59, 2.08)], and highest for 12 packs [DD: 2.00 (95% CI: 1.68, 2.33)] (**Appendix B , Supplemental Tables 2-4**).

### Additional analyses to examine the increase in price of non-taxed beverages.

**Table 7** displays the difference-in-difference estimates for grocery stores according to whether or not they are a chain, small stores according to whether or not they are a chain, small stores according to whether they sell gas (gas stations), and drug stores (which are all chains). The average price of non-taxed beverages did not increase significantly in grocery stores (either chain or non-chain) nor did it increase in small stores that do not sell gas and are not chains. The significant average increase in the prices of non-taxed beverages are limited to drug stores, chain small stores and small stores that sell gas. In these stores, looking specifically by beverage type, prices increased consistently for diet soda and diet energy drinks. Prices increased for diet sports beverages as well, although this only reached statistical significance in chain small stores and gas stations. Similarly, bottled unsweetened tea increased also significantly in price in these two types of stores. The price of bottled water did not increase in any of these store types and the price of milk only increased significantly in non-chain small stores.

The significant average increase in the prices of non-taxed beverages are limited to drug stores, chain small stores and small stores that sell gas. In these stores, looking specifically by beverage type, prices increased consistently for diet soda and diet energy drinks.

**TABLE 7. DIFFERENCE-IN-DIFFERENCE ESTIMATES CHANGE IN PRICES (CENTS PER OUNCE) FOR SEATTLE ABOVE AND BEYOND CHANGES SEEN IN THE COMPARISON AREA BETWEEN PRE-TAX AND 6 MONTHS POST-TAX, BY SMALL STORE SUBTYPE**

	GROCERY STORES		SMALL STORES		SMALL STORES		DRUG STORES (ALL ARE CHAINS)
	NON-CHAIN	CHAIN	NON-CHAIN	CHAIN	NO GAS	GAS	CHAIN
	DIFFERENCE OF DIFFERENCES (SEATTLE CHANGE MINUS COMPARISON AREA CHANGE) MEAN CENTS/OZ, (95% CI)	DIFFERENCE OF DIFFERENCES (SEATTLE CHANGE MINUS COMPARISON AREA CHANGE) MEAN CENTS/OZ, (95% CI)	DIFFERENCE OF DIFFERENCES (SEATTLE CHANGE MINUS COMPARISON AREA CHANGE) MEAN CENTS/OZ, (95% CI)	DIFFERENCE OF DIFFERENCES (SEATTLE CHANGE MINUS COMPARISON AREA CHANGE) MEAN CENTS/OZ, (95% CI)	DIFFERENCE OF DIFFERENCES (SEATTLE CHANGE MINUS COMPARISON AREA CHANGE) MEAN CENTS/OZ, (95% CI)	DIFFERENCE OF DIFFERENCES (SEATTLE CHANGE MINUS COMPARISON AREA CHANGE) MEAN CENTS/OZ, (95% CI)	DIFFERENCE OF DIFFERENCES (SEATTLE CHANGE MINUS COMPARISON AREA CHANGE) MEAN CENTS/OZ, (95% CI)
<b>TAXED BEVERAGES:</b>	1.57 (0.64, 2.50)*	1.56 (0.61, 2.51)*	1.48 (0.80, 2.17)*	1.89 (1.26, 2.52)*	1.81 (0.98, 2.64)*	1.72 (1.25, 2.18)*	1.91 (1.24, 2.59)*
<b>SODA</b>	1.74 (1.18, 2.30)*	1.30 (0.43, 2.17)*	1.68 (1.02, 2.35)*	1.87 (1.37, 2.38)*	1.82 (1.12, 2.52)*	1.79 (1.35, 2.23)*	2.16 (1.47, 2.85)*
<b>SPORTS BEVERAGES</b>	1.59 (0.60, 2.59)*	0.92 (0.30, 1.54)*	1.34 (0.76, 1.91)*	2.11 (1.37, 2.84)*	1.60 (0.86, 2.34)*	1.86 (1.27, 2.45)*	0.61 (-0.89, 2.11)
<b>ENERGY BEVERAGES</b>	1.53 (-0.15, 3.20)+	0.36 (-2.66, 3.38)	1.63 (-0.02, 3.28)+	1.79 (0.66, 2.93)*	2.46 (0.28, 4.65)*	1.55 (0.74, 2.35)*	3.21 (1.31, 5.12)*
<b>JUICE BEVERAGES</b>	-0.28 (-3.16, 2.61)	1.09 (-4.08, 6.26)	0.11 (-2.57, 2.80)	0.76 (-2.13, 3.64)	-0.56 (-3.41, 2.29)	0.80 (-1.80, 3.40)	-1.04 (-3.11, 1.03)
<b>TEA, BOTTLED</b>	1.47 (-0.98, 3.93)	0.70 (-0.60, 2.00)	1.61 (0.78, 2.44)*	2.08 (0.92, 3.25)*	1.27 (0.10, 2.45)*	1.96 (1.06, 2.87)*	0.99 (-0.07, 2.05)+
<b>COFFEE, BOTTLED</b>	5.41 (2.69, 8.13)+	-1.07 (-6.65, 4.51)	2.61 (0.79, 4.42)*	-0.66 (-2.94, 1.62)	1.67 (-0.47, 3.82)	0.49 (-1.49, 2.46)	0.11 (-2.36, 2.59)
<b>NON-TAXED SUGAR-FREE BEVERAGES:</b>	0.45 (-0.66, 1.56)	0.18 (-0.67, 1.04)	-0.33 (-1.17, 0.52)	1.37 (0.82, 1.93)*	0.41 (-0.35, 1.18)	1.02 (0.42, 1.61)*	0.63 (0.08, 1.17)*
<b>DIET SODA</b>	0.52 (-0.19, 1.24)	0.17 (-0.23, 0.57)	0.66 (0.09, 1.24)*	1.65 (1.17, 2.12)*	0.82 (0.23, 1.42)*	1.52 (1.03, 2.01)*	0.68 (0.19, 1.17)*
<b>DIET SPORTS BEVERAGES</b>	1.32 (-1.19, 3.83)	0.10 (-0.01, 0.20)+	1.92 (0.12, 3.72)*	1.81 (0.30, 3.32)*	1.88 (-0.40, 4.17)	1.78 (0.49, 3.08)*	-0.98 (-2.99, 1.03)
<b>DIET ENERGY BEVERAGES</b>	-0.52 (-2.87, 1.82)	-0.90 (-3.88, 2.08)	0.21 (-1.31, 1.73)	1.81 (0.59, 3.03)*	2.14 (0.20, 4.08)*	0.95 (-0.15, 2.05)+	2.14 (0.38, 3.89)*
<b>100% JUICE</b>	1.08 (-0.97, 3.12)	-1.95 (-6.88, 2.99)	-1.69 (-3.61, 0.22)+	0.91 (-0.65, 2.47)	-2.06 (-4.18, 0.06)+	1.22 (-0.19, 2.63)+	-0.05 (-1.49, 1.39)
<b>MILK</b>	0.31 (-0.21, 0.83)	0.14 (-0.38, 0.67)	0.72 (0.33, 1.12)*	-0.37 (-0.70, -0.04)*	0.31 (-0.03, 0.65)+	-0.13 (-0.49, 0.22)	-0.21 (-0.69, 0.27)
<b>WATER</b>	-0.26 (-1.07, 0.54)	-1.17 (-2.93, 0.58)	0.16 (-0.56, 0.87)	-0.11 (-0.69, 0.47)	-0.55 (-1.25, 0.16)	0.51 (-0.07, 1.10)+	1.27 (-0.03, 2.57)+
<b>TEA, BOTTLED</b>	1.33 (-2.40, 5.06)	-1.26 (-2.85, 0.33)	1.12 (-0.80, 3.04)	2.95 (0.93, 4.98)*	-0.29 (-3.08, 2.49)	3.73 (2.06, 5.40)*	-1.00 (-2.73, 0.72)
<b>NON-TAXED SUGAR-SWEETENED BEVERAGES:</b>	-1.44 (-3.11, 0.23)+	0.40 (-1.20, 2.00)	2.12 (-1.11, 5.35)	0.12 (-1.18, 1.42)	1.57 (-1.08, 4.21)	-0.06 (-1.82, 1.69)	-0.04 (-1.18, 1.11)
<b>CHOCOLATE MILK</b>	0.72 (-0.53, 1.98)	0.69 (-2.67, 4.06)	0.75 (-1.35, 2.84)	0.86 (-0.54, 2.27)	2.45 (0.31, 4.59)*	-0.13 (-1.48, 1.23)	0.03 (-1.88, 1.94)
<b>POWDERED SUGAR ADDED</b>	-0.31 (-1.01, 0.39)	0.14 (-0.50, 0.78)	0.22 (-1.64, 2.07)	0.40 (-0.47, 1.27)	0.41 (-0.62, 1.43)	-0.30 (-1.00, 0.41)	0.08 (-0.27, 0.44)

## Secondary analyses.

### Changes in the price of select foods.

Finally, we collected prices from a sample of packaged goods and a handful of healthier fresh foods to see if the prices of these goods also changed differentially in Seattle versus the comparison area. We thought that distributors or retailers might decide to distribute the price of the tax over many goods. Alternatively, increases in Seattle might indicate that the price of goods is rising faster in Seattle compared to the comparison area. We found that none of the prices of snack foods or healthy foods increased significantly more in Seattle as compared to the comparison area. The price of eggs increased significantly more in the comparison area as compared to Seattle (**Table 8**).

**TABLE 8. CHANGE IN PRICE OF JUNK FOODS (DOLLARS PER SERVING) AND HEALTHY FOODS (DOLLARS PER POUND) IN SEATTLE AND COMPARISON AREA**

	SEATTLE PRE-TAX MEAN DOLLARS/SERVING, (95% CI)	SEATTLE POST-TAX MEAN DOLLARS/SERVING, (95% CI)	SEATTLE CHANGE (POST – PRE) MEAN DOLLARS/SERVING, (95% CI)	COMPARISON PRE-TAX MEAN DOLLARS/SERVING, (95% CI)	COMPARISON POST-TAX MEAN DOLLARS/SERVING, (95% CI)	COMPARISON CHANGE (POST-PRE) MEAN DOLLARS/SERVING, (95% CI)	DIFFERENCE IN DIFFERENCES DOLLARS/SERVING, (95% CI)	N OBSERVATIONS IN MODEL
<b>CHIPS</b>	0.47 (0.46, 0.49)	0.48 (0.47, 0.49)	0.01 (-0.00, 0.02)	0.48 (0.46, 0.49)	0.48 (0.46, 0.49)	0.00 (-0.01, 0.01)	0.01 (-0.01, 0.03)	1,148
<b>HONEYBUNS</b>	0.46 (0.32, 0.59)	0.30 (0.30, 0.30)	-0.16 (-0.29, -0.03)*	0.33 (0.27, 0.40)	0.31 (0.27, 0.35)	-0.02 (-0.09, 0.05)	-0.14 (-0.29, 0.01)	75
<b>OREOS</b>	0.54 (0.47, 0.61)	0.64 (0.55, 0.72)	0.10 (0.02, 0.17)*	0.67 (0.55, 0.78)	0.65 (0.58, 0.72)	-0.02 (-0.12, 0.08)	0.12 (-0.02, 0.25)	366
<b>REESES</b>	1.22 (1.16, 1.27)	1.22 (1.17, 1.28)	0.01 (-0.05, 0.06)	1.30 (1.23, 1.38)	1.26 (1.19, 1.32)	-0.05 (-0.12, 0.02)	0.06 (-0.03, 0.15)	356

<b>DOLLARS PER POUND OF HEALTHY FOODS IN SEATTLE AND COMPARISON AREA</b>								
	SEATTLE PRE-TAX MEAN DOLLARS/POUND, (95% CI)	SEATTLE POST-TAX MEAN DOLLARS/POUND, (95% CI)	SEATTLE CHANGE (POST – PRE) MEAN DOLLARS/POUND, (95% CI)	COMPARISON PRE-TAX MEAN DOLLARS/POUND, (95% CI)	COMPARISON POST-TAX MEAN DOLLARS/POUND, (95% CI)	COMPARISON CHANGE (POST-PRE) MEAN DOLLARS/POUND, (95% CI)	DIFFERENCE IN DIFFERENCES DOLLARS/POUND, (95% CI)	N OBSERVATIONS IN MODEL
<b>APPLE</b>	2.17 (1.72, 2.62)	2.23 (1.78, 2.68)	0.06 (-0.45, 0.57)	2.23 (1.77, 2.69)	2.54 (2.05, 3.04)	0.31 (-0.20, 0.82)	-0.25 (-0.97, 0.47)	170
<b>BANANA</b>	1.45 (1.14, 1.75)	1.63 (1.34, 1.91)	0.18 (-0.07, 0.43)	1.54 (1.22, 1.85)	1.91 (1.59, 2.24)	0.37 (0.08, 0.67) *	-0.19 (-0.58, 0.19)	275
<b>TOMATO</b>	1.93 (1.66, 2.20)	1.93 (1.65, 2.21)	0.00 (-0.34, 0.35)	1.31 (1.17, 1.45)	1.45 (1.28, 1.61)	0.14 (-0.06, 0.33)	-0.14 (-0.53, 0.26)	190
<b>ONION</b>	1.55 (1.16, 1.95)	1.51 (1.20, 1.83)	-0.04 (-0.42, 0.35)	0.83 (0.63, 1.03)	1.11 (0.75, 1.47)	0.28 (-0.09, 0.66)	-0.32 (-0.86, 0.22)	205
<b>EGGS</b>	1.99 (1.80, 2.18)	2.06 (1.88, 2.23)	0.07 (-0.08, 0.21)	1.65 (1.45, 1.84)	1.98 (1.81, 2.16)	0.34 (0.16, 0.51) *	-0.27 (-0.50, -0.04)*	330
<b>CEREAL</b>	0.34 (0.32, 0.36)	0.32 (0.30, 0.35)	-0.02 (-0.03, 0.00)	0.33 (0.31, 0.36)	0.32 (0.29, 0.35)	-0.01 (-0.03, 0.01)	-0.00 (-0.03, 0.02)	161

\*p-value <0.05

Standard errors corrected for clustering by store

### Seattle bubble tea shops.

We included bubble tea shops in the sample because these beverage stores use the same syrups as coffee shops. However, because we were unable to resurvey any bubble tea shops in our comparison area, we present just the change in the price of bubble teas for Seattle.

**Table 9** displays the change in price from pre-tax to six months post-tax for bubble tea shops in Seattle. In Seattle bubble tea shops, the price of taxed bubble tea drinks (e.g., non-milk-based sugar-sweetened teas) increased by 0.99 cents per ounce (95% CI: -0.23, 2.21), which was only significant at the 0.10 level. The price of non-taxed sugar-free bubble tea drinks (e.g., milk-based bubble tea with sugar-free syrup or powder, plain tea, 100% fruit smoothies) did not change significantly [DD: 0.13 (95% CI: -0.51, 0.78)]; non-taxed sugar-sweetened bubble tea drinks (e.g., milk-based sugar-sweetened bubble teas) decreased by 0.58 cents per ounce (95% CI: -2.31, 1.14), but this was not statistically significant.

TABLE 9. CHANGE IN PRICE (CENTS PER OUNCE) IN SEATTLE AND COMPARISON AREA FOR TAXED AND NON-TAXED BEVERAGES IN BUBBLE TEA STORES		
	SEATTLE DIFFERENCE MEAN CENTS/OZ, (95% CI)	N OBSERVATIONS IN MODEL
TAXED BUBBLE TEA	0.99 (-0.23, 2.21)+	12
NON-TAXED SUGAR-FREE BUBBLE TEA	0.13 ( -0.51, 0.78)	14
NON-TAXED SUGAR-SWEETENED BUBBLE TEA	-0.58 ( -2.31, 1.14)	35

*+p-value<0.10*

### Implementation.

We identified five strategies Seattle stores used to alert consumers to the tax (see **Figures 3.1-3.5** above). Many stores used more than one implementation strategy. For this reason, we first present price-type frequencies by beverages. Of taxed beverages, 45% of beverages for sale made no mention of the tax on the price tag (Figure 3, pricing type #1); any added tax was already included in the shelf price. Of the 55% of taxed beverages where price tags mentioned the tax, the largest group (24% of all taxed beverages) included the tax in the total price on the price tag and identified it as added on (type #3). Another 17% of all taxed beverages had the tax added at the register and did not list the total price on the price tag (type #5); 11% of taxed beverages included the tax in the total price on the price tag but did not identify it as an add-on (type #4); 2% of taxed beverages had the price written on the price tag as an add-on amount only, without incorporating it into the total price (type #2), and 2% fell into the 'other' category, meaning the tax was mentioned on the price tag but did not fall into any of the other categories (see **Table 10**). Of non-taxed beverages, 97% of price tags had no mention of the tax; 3% of non-taxed beverages did have an identified tax add-on or some mention of the tax on the price tag.

**TABLE 10. SBT IMPLEMENTATION STRATEGIES IN SEATTLE FOOD STORES, QUICK-SERVICE RESTAURANTS, AND COFFEE SHOPS AT 6-MONTH POST-TAX AUDIT**

<b>TAX PRICING STRATEGY FOR TAXED BEVERAGES</b>	<b>N</b>	<b>%</b>
NO TAX MENTION ON PRICE TAG (FIGURE 3, PRICING TYPE #1)	1,373	45.0
YES, TAX PRICE WRITTEN ON PRICE TAG AS ADD-ON, NOT INCLUDED IN TOTAL PRICE LISTED (#2)	57	1.9
YES, TAX PRICE INCLUDED IN PRICE ON PRICE TAG AND IDENTIFIED AS ADD-ON (#3)	715	23.5
YES, TAX PRICE INCLUDED IN PRICE ON PRICE TAG BUT NOT IDENTIFIED AS ADD-ON (#4)	324	10.6
YES, PRICE TAG SAYS TAX WILL BE ADDED AT REGISTER (E.G., "PLUS SODA TAX") BUT DOES NOT INCLUDE ADD-ON PRICE ON TAG (#5)	525	17.2
YES, OTHER	55	1.8
<b>TOTAL</b>	<b>3,049</b>	<b>100.0</b>

<b>TAX PRICING STRATEGY FOR NON-TAXED BEVERAGES</b>	<b>N</b>	<b>%</b>
NO TAX MENTION ON PRICE TAG (FIGURE 3, PRICING TYPE #1)	3,561	97.2
YES, TAX PRICE WRITTEN ON PRICE TAG AS ADD-ON, NOT INCLUDED IN TOTAL PRICE LISTED (#2)	6	0.2
YES, TAX PRICE INCLUDED IN PRICE ON PRICE TAG AND IDENTIFIED AS ADD-ON (#3)	20	0.5
YES, TAX PRICE INCLUDED IN PRICE ON PRICE TAG BUT NOT IDENTIFIED AS ADD-ON (#4)	41	1.1
YES, PRICE TAG SAYS TAX WILL BE ADDED AT REGISTER (E.G., "PLUS SODA TAX") BUT DOES NOT INCLUDE ADD-ON PRICE ON TAG (#5)	30	0.8
YES, OTHER	5	0.1
<b>TOTAL</b>	<b>3,663</b>	<b>100.0</b>

## DISCUSSION

Six months after the implementation of Seattle’s Sweetened Beverage Tax, we observed that, when averaged across all store types and taxed beverage types, the price of beverages subject to the tax increased by 1.70 cents per ounce above and beyond changes in the price of taxed beverages in the comparison area. Since the tax is 1.75 cents per ounce, this indicates 97% price pass-through of the tax on average. Averaging across store types, prices increased significantly for all beverage types subject to the tax except one – the caloric flavor-syrup add-on at coffee shops. These average changes mask some nuances by beverage type and by store/restaurant type. For example, the mean pass-through rate by beverage type ranged from 62% for bottled sugary coffee beverages to 111% for energy drinks; the pass-through rate for soda was 102%.

When comparing the taxed beverage price increases by store type, we found that in supermarkets and superstores, only the price of taxed beverages increased in Seattle, compared to the comparison area, and the average pass-through was 86%. In grocery stores, drug stores, and small stores, however, the average pass-through for taxed beverages was more than 100%, and the price of non-taxed beverages also increased significantly.

In quick-service restaurants, only the price of taxed beverages increased in Seattle compared to the comparison area. In coffee shops, the sugary flavor syrup add-on did not increase significantly; however the price of non-taxed coffee drinks increased in Seattle above and beyond changes seen in the comparison group and was statistically significant at the 0.10 level.

Interestingly, the price of non-taxed sugar-free beverages also increased in Seattle significantly more than in the comparison area. However, this price increase was only about 25% of the increase of price among taxed beverages. There are two potential explanations for the increase in the price of non-taxed sugar-free beverages. First, the prices of goods in Seattle could be rising at a pace that far outstrips the rate of increase in the comparison area. We think this explanation is unlikely because we did not find any evidence that prices of packaged foods or healthy foods in these same stores changed differentially for Seattle compared to the comparison area. Instead, it seems more likely that Seattle is experiencing spillover effects from taxed to non-taxed beverages. If so, this could either be due to misunderstandings by distributors or storeowners and managers about which beverages are subject to the tax, or it could reflect an intentional decision to sell these non-taxed products at a higher price.

In the models pooled over store type, the average increase in price per ounce of non-taxed beverages in Seattle compared to the comparison area appears to be a function of smaller stores (grocery, drug stores and small stores) increasing the price of beverages that are not subject to the tax.

Six months after the implementation of Seattle's Sweetened Beverage Tax, we observed that, when averaged across all store types and taxed beverage types, the price of beverages subject to the tax increased by 1.70 cents per ounce above and beyond changes in the price of taxed beverages in the comparison area....

To better describe these price increases for non-taxed beverages, we ran additional analyses by subtypes of small stores, grocery stores, and drug stores (according to whether they were chains or not and sold gas or not) and found that the price increase in non-taxed beverages in these store categories stems primarily from price increases in gas stations, drug stores, and chain convenience stores. The average price of non-taxed beverages did not increase significantly in grocery stores (either chain or non-chain) nor did it increase in small stores that do not sell gas and are not chains. In these subtypes of stores, the price increases among non-taxed beverages appears to be due to increases in the price of diet soda, diet energy beverages, and to a lesser extent bottled tea, diet sports beverages. The price of bottled water did not increase and, in the majority of store types, the price of milk also did not increase.

In addition to calculating the difference-in-difference for price changes in Seattle of taxed beverages compared to price changes in the comparison group, we also differenced out the change in the price of non-taxed beverages in Seattle compared to the comparison area (the triple difference). In the small stores and grocery/drug stores, the triple difference was lower in magnitude than the difference-in-difference. This is due to the fact that prices of non-taxed beverages in Seattle rose substantially in these store types. This means that consumers in Seattle in stores that raised the prices of non-taxed beverages will not see as large of a price differential between taxed and non-taxed beverages, which could have implications for how the tax will affect the propensity to consume sugary beverages.

The survey of pricing types revealed that 45% of beverages have no indication of the tax on their shelf tag. Based on our findings that, on average, 97% of the price of the tax was passed-through to consumers, it is likely that for beverages with no mention of the tax, prices have increased and a consumer would observe this when comparing the price of sugar-sweetened to non-sugar-sweetened beverages (i.e., the tax is most likely incorporated into the price without explicit mention of it on the tag). The remaining 55% percent of beverages explicitly mention the tax on the shelf tag; in 36% of beverages, the amount of the tax or the total amount to be paid including the tax was visible on the shelf tag.

### **Conclusions.**

Overwhelmingly, these findings point to the tax being at least partially passed through on taxed beverages six months after implementation. The average rate of pass-through for taxed beverages varied by beverage type, ranging from 62 to 111%, and averaging 97% pass-through. Whereas in Seattle supermarkets and superstores only the price of beverages subject to the tax increased (beyond changes seen in the comparison area), in smaller stores (grocery stores, drug stores and small stores), particularly chain convenience stores and gas stations, the price of both taxed and non-taxed beverages increased (beyond changes seen in the comparison area). Additionally, the pass-through rate was higher among these small stores as compared to large supermarkets and superstores. Finally, the price of taxed beverages in Seattle counter service restaurants also increased significantly compared with changes in the comparison area, with a pass-through rate of 84%. In sum, these findings suggest that, while there is some heterogeneity by beverage type and store type, overall, Seattle's Sweetened Beverage tax is associated with a substantial increase in the price of taxed beverages.

### **Limitations.**

This study has limitations that should be noted. Although we surveyed a large sample of beverages of various sizes, we did not measure all beverages. Average price changes presented are not weighted according to the average frequency at which the population shops for beverages at each store type; however, we present analyses stratified by store type to allow for heterogeneity in the price changes according to store type. Also, although we include a large sample of stores in Seattle and our comparison area, we have only *a sample* of stores rather than a census of all stores. We did not include some popular grocery stores such as Whole Foods, Trader Joe's, and PCC because

these stores devote relatively little shelf space to sugary beverages. We were not able to survey a prepared coffee beverage that would be always subject to the tax, since coffee-shop beverages that contain sugary syrup also tend to have milk as the primary ingredient and are therefore eligible for exemption from the tax. We also were unable to include bubble tea stores in the comparison area at follow-up and instead were limited to examining only the change in price of these beverages in Seattle.

#### **FUTURE WORK & CONSIDERATION FOR ONGOING EVALUATION**

We plan to re-visit these stores again between October and November 2018 to match the timing of our pre-tax data collection. This will allow us to determine whether there are seasonal effects of prices, whether the pass-through rate becomes more uniform for all taxed beverages, and whether findings related to increased prices of non-taxed beverages are sustained.

## APPENDIX A | STORE DEFINITIONS

SBT Retail Audit  
Store Type Definitions

### Grocery & Food Stores

- 1) **Warehouse** – Warehouses carry a wide array of products usually including clothing, household items, and often children’s items such as toys. Warehouses specialize in bulk size products. The only warehouse in our sample is Costco.
- 2) **Supermarket or Superstore** – To qualify as a supermarket, the store must 1) sell fresh meat (uncooked, unprocessed, not frozen meat, not fish/seafood, not packaged deli meat), 2) have four or more cash registers (including self-checkout), and 3) have at least two of the following services: butcher, bakery and/or deli. The butcher, bakery and deli must be staffed service counters (i.e., availability of fresh bread and/or fresh meat does not count if there is not a separate, staffed service counter). Examples of supermarkets include Safeway, QFC, and Metropolitan Market. Superstores carry a wide array of products usually including clothing, household items, and often children’s items such as toys. Some general merchandize stores may also have a grocery or supermarket within the store. Examples include Target and Walmart.
- 3) **Grocery Store** – To qualify as a grocery store, the store must 1) sell fresh meat (uncooked, unprocessed, not frozen meat, not fish/seafood, not packaged deli meat) and 2) not meet all of the criteria for being a supermarket. Examples of grocery stores include Red Apple, Pioneer Square Market, Viet-Wah, and some ethnic and “mom-and-pop” food stores.
- 4) **Small Stores** – Store types a-d qualify as “small stores.” These stores do not sell fresh meat. They may, but typically do not, have deli and/or bakery service counters. Please note there should not be butcher or fresh meat service counters and this is why they are identified as small stores.
  - a. **Chain Convenience** – This includes small chain stores that sell an edited selection of staple groceries and other convenience items, i.e., ready-to-heat and ready-to-eat foods. They often sell fresh milk and may have a deli or sell some processed meats (hot dogs, cold cuts, etc.) and other hot foods. Convenience stores are typically open long hours. Examples of convenience stores are 7-Eleven and Plaid Pantry. In this study, based on pre-screening, we will indicate chain versus non-chain status for field workers.
  - b. **Non-Chain Convenience** – This includes small, independently-owned stores that sell an edited selection of staple groceries and other convenience items, i.e., ready-to-heat and ready-to-eat foods. They often sell fresh milk and may have a deli or sell some processed meats (hot dogs, cold cuts, etc.) and other hot foods. Convenience stores are typically open long hours. Please note that corner stores will also be classified as non-chain convenience stores. Examples include Union Market, and many ethnic and “mom and pop” stores.
  - c. **Discount Store** – This includes small stores that sell a variety of goods like household, personal, and party supplies and household cleaning products, as well as some food and beverages, typically at discounted prices. We will include stores that have the word “dollar” or “discount” in the title. Examples include Dollar General and Dollar Tree.
  - d. **Gas Station** – This includes the quick-stop shops at gas stations. Gas station shops sell a selection of snacks, beverages, convenience items, and ready-to-heat and ready-to-eat foods. They may sell a selection of staple groceries. To be a gas station store, these stores must have gas pumps connected to the store. A few stores, such as 7-11s, can be both “gas stations” and “chain convenience stores.” The distinction is the presence of gas pumps. Examples include AMPM, 76, or Shell.
- 5) **Drug Store/Pharmacy** – This includes stores that sell prescription and over the counter medication, as well as additional merchandise including food and beverages. Examples include Walgreens, CVS, and Rite Aid.

### Beverage Stores

- 1) **Coffee Shop** – A small café that serves primarily coffee as well as other drinks. Usually but does not have to serve simple foods. Can be a separate building, or inside of a larger store or restaurant. Can be a drive-thru or a walk-in

café. If it is a drive-thru only coffee stand, only survey if the coffee stand has a menu that is visible to the exterior. If there is no exterior menu, do not survey the shop.

- 2) **Bubble Tea Shop** – A small café that serves primarily bubble tea as well as other drinks, including coffee. Can serve simple food. Can be a separate building, or inside of a larger store or restaurant.

### **Fast Food / Quick Service**

- 1) **Quick Service Chain** – A restaurant that serves fast food cuisine and has minimal table service. Food is usually offered from a limited menu, cooked or prepped in bulk in advance and kept hot, finished and packaged to order, and usually available for take away, though seating may be provided. “Fast casual” are also included in this category, and tend to have more seating, and food items that are made-to-order. “Chain” quick-service refer to national fast-food brands (e.g., McDonalds, Dairy Queen, Taco Bell).
- 2) **Quick Service Non-Chain** – A restaurant that serves fast food cuisine and has minimal table service. Food is usually offered from a limited menu, cooked in bulk in advance and kept hot, finished and packaged to order, and usually available for take away, though seating may be provided. “Fast casual” are also included in this category, and tend to have more seating as well as food items that are made-to-order. “Non-chain” quick-service refers to chains that are not national chains / brands. Local chains (e.g., Dicks, Pagliacci Pizza) are included in this category.

## APPENDIX B | STORE AUDIT SUPPLEMENTAL TABLES

**SUPPLEMENTAL TABLE 1. CENTS PER OUNCE IN SEATTLE AND COMPARISON CITIES OVER TIME FOR TAXED  
V. NON-TAXED BEVERAGES BY STORE TYPE: ONLY SAME BEVERAGES AT PRE AND POST**

	SEATTLE CHANGE (POST – PRE) MEAN CENTS/ OZ, (95% CI)	COMPARISON CHANGE (POST-PRE) MEAN CENTS/ OZ, (95% CI)	DIFFERENCE-IN- DIFFERENCES CENTS/OZ, (95% CI)	TRIPLE DIFFERENCE CENTS/OZ, (95% CI)	N OBSERVATIONS IN MODEL	% SAME BEV SAME STORE OVER TIME
<b>SUPERSTORES/SUPERMARKETS:</b>						
TAXED BEVERAGES	1.47 (1.26, 1.67)*	-0.03 (-0.11, 0.05)	1.50 (1.28, 1.71)*			
NON-TAXED BEVERAGES	0.10 (-0.02, 0.22)+	-0.02 (-0.13, 0.09)	0.13 (-0.04, 0.29)	1.37 (1.14, 1.60)*	7685	93%
<b>GROCERY/DRUG STORES:</b>						
TAXED BEVERAGES	1.79 (1.51, 2.07)*	0.03 (-0.20, 0.27)	1.76 (1.39, 2.12)*			
NON-TAXED BEVERAGES	0.38 (0.06, 0.70)*	-0.17 (-0.35, 0.01)+	0.55 (0.18, 0.92)*	1.21 (0.84, 1.57)*	6403	86%
<b>SMALL STORES:</b>						
TAXED BEVERAGES	1.84 (1.48, 2.19)*	0.14 (-0.01, 0.28)+	1.70 (1.32, 2.08)*			
NON-TAXED BEVERAGES	1.01 (0.81, 1.21)*	0.04 (-0.10, 0.19)	0.97 (0.70, 1.23)*	0.73 (0.30, 1.17)*	8471	83%
<b>WAREHOUSES:</b>						
TAXED BEVERAGES	1.18 (-4.00, 6.37)	0.01 (-4.00, 4.01)	1.18 (-5.38, 7.73)			
NON-TAXED BEVERAGES	0.03 (-2.66, 2.72)	-0.04 (-2.48, 2.39)	0.08 (-3.55, 3.70)	1.10 (-6.39, 8.59)	120	91%
<b>COFFEE SHOPS:</b>						
SUGARY SYRUP ADD-ON <sup>1</sup>	8.12 (-5.19, 21.43)	-1.26 (-6.35, 3.83)	9.38 (-4.87, 23.63)			
NON-TAXED BEVERAGES	2.62 (-1.05, 6.28)	-0.99 (-2.66, 0.68)	3.61 (-0.42, 7.64)+	-- <sup>2</sup>	360	95%
<b>QUICK SERVICE RESTAURANTS:</b>						
TAXED BEVERAGES	1.59 (1.06, 2.13)*	0.72 (0.30, 1.13)*	0.88 (0.20, 1.55)*			
NON-TAXED BEVERAGES	1.54 (0.99, 2.10)*	1.07 (0.55, 1.59)*	0.47 (-0.29, 1.23)	0.41 (-0.48, 1.30)	776	75%

<sup>1</sup> The unit for “sugary syrup add-on” is one “serving” of syrup (not price per ounce). Specifically, in coffee shops we recorded the price of non-flavored lattes and flavored lattes. For flavored lattes, many stores list separately the cost to add a ‘flavor shot’ to a drink. This total add-on flavor cost we call the ‘syrup add-on.’ In coffee shops where the flavor cost was incorporated into the total price for a flavor latte, we calculated the ‘syrup add-on’ by subtracting the price of the plain latte with no syrup from the price of the flavored latte with syrup. This syrup price difference reflects the difference in total cost to add flavored syrup to a prepared beverage. The tax on syrup, when it is taxed, is based on the size in ounces and milk/non-milk status of the beverage it is added to

<sup>2</sup>Difference between taxed and non-taxed is not calculated for coffee shops because of different units (i.e., price per syrup shot vs. price per ounce for non-taxed coffee drinks)

**SUPPLEMENTAL TABLE 2. CENTS PER OUNCE IN SEATTLE AND COMPARISON CITIES OVER TIME FOR TAXED V. NON-TAXED BEVERAGES FOR 20 OUNCE BEVERAGES**

	SEATTLE PRE-TAX MEAN CENTS/OZ, (95% CI)	SEATTLE POST-TAX MEAN CENTS/OZ, (95% CI)	SEATTLE CHANGE (POST – PRE) MEAN CENTS/OZ, (95% CI)	COMPARISON PRE-TAX MEAN CENTS/OZ, (95% CI)	COMPARISON POST-TAX MEAN CENTS/OZ, (95% CI)	COMPARISON CHANGE (POST-PRE) MEAN CENTS/OZ, (95% CI)	DIFFERENCE-IN-DIFFERENCES CENTS/OZ, (95% CI)	N OBSERVATIONS IN MODEL
<b>TAXED BEVERAGES:</b>	8.54 (8.31, 8.77)	10.55 (10.29, 10.82)	2.02 (1.82, 2.21)*	8.24 (8.04, 8.44)	8.46 (8.25, 8.67)	0.21 (0.06, 0.37)*	1.80 (1.55, 2.05)*	4746
<b>NON-TAXED BEVERAGES:</b>	8.45 (8.24, 8.65)	9.14 (8.85, 9.44)	0.70 (0.48, 0.92)*	7.89 (7.73, 8.06)	8.05 (7.86, 8.23)	0.15 (-0.01, 0.32)+	0.55 (0.27, 0.82)*	
						<b>TRIPLE DIFFERENCE:</b>	1.26 (0.96, 1.55)*	

**SUPPLEMENTAL TABLE 3. CENTS PER OUNCE IN SEATTLE AND COMPARISON CITIES OVER TIME FOR TAXED V. NON-TAXED BEVERAGES FOR 2 LITER BEVERAGES**

	SEATTLE PRE-TAX MEAN CENTS/OZ, (95% CI)	SEATTLE POST-TAX MEAN CENTS/OZ, (95% CI)	SEATTLE CHANGE (POST – PRE) MEAN CENTS/OZ, (95% CI)	COMPARISON PRE-TAX MEAN CENTS/OZ, (95% CI)	COMPARISON POST-TAX MEAN CENTS/OZ, (95% CI)	COMPARISON CHANGE (POST-PRE) MEAN CENTS/OZ, (95% CI)	DIFFERENCE-IN-DIFFERENCES CENTS/OZ, (95% CI)	N OBSERVATIONS IN MODEL
<b>TAXED BEVERAGES:</b>	2.93 (2.70, 3.16)	4.59 (4.32, 4.87)	1.66 (1.45, 1.87)*	2.81 (2.63, 2.99)	2.96 (2.80, 3.12)	0.15 (0.05, 0.25)*	1.51 (1.28, 1.74)*	2635
<b>NON-TAXED BEVERAGES:</b>	2.91 (2.68, 3.14)	3.21 (2.95, 3.47)	0.30 (0.10, 0.50)*	2.63 (2.44, 2.83)	2.82 (2.67, 2.97)	0.18 (0.07, 0.30)*	0.11 (-0.12, 0.34)	
						<b>TRIPLE DIFFERENCE:</b>	1.40 (1.16, 1.63)*	

**SUPPLEMENTAL TABLE 4. CENTS PER OUNCE IN SEATTLE AND COMPARISON CITIES OVER TIME FOR TAXED V. NON-TAXED BEVERAGES FOR 12 PACK/144 OZ BEVERAGES**

	SEATTLE PRE-TAX MEAN CENTS/OZ, (95% CI)	SEATTLE POST-TAX MEAN CENTS/OZ, (95% CI)	SEATTLE CHANGE (POST – PRE) MEAN CENTS/OZ, (95% CI)	COMPARISON PRE-TAX MEAN CENTS/OZ, (95% CI)	COMPARISON POST-TAX MEAN CENTS/OZ, (95% CI)	COMPARISON CHANGE (POST-PRE) MEAN CENTS/OZ, (95% CI)	DIFFERENCE-IN-DIFFERENCES CENTS/OZ, (95% CI)	N OBSERVATIONS IN MODEL
<b>TAXED BEVERAGES:</b>	3.15 (2.92, 3.37)	5.13 (4.78, 5.48)	1.98 (1.69, 2.27)*	3.64 (3.44, 3.85)	3.63 (3.42, 3.84)	-0.01 (-0.15, 0.13)	2.00 (1.67, 2.32)*	1975
<b>NON-TAXED BEVERAGES:</b>	3.24 (3.03, 3.45)	3.85 (3.53, 4.16)	0.61 (0.35, 0.86)*	3.43 (3.23, 3.64)	3.51 (3.33, 3.70)	0.08 (-0.08, 0.24)	0.53 (0.23, 0.83)*	
						<b>TRIPLE DIFFERENCE:</b>	1.47 (1.22, 1.72)*	

## **APPENDIX C | STORE AUDIT SURVEY INSTRUMENTS**

**STORE AUDIT SURVEY INSTRUMENTS**  
**i. BEVERAGE STORE**

# Data Tracking

Business ID - 6mo

\_\_\_\_\_

Enter Store ID

\_\_\_\_\_

Business Name

\_\_\_\_\_  
(Type name from your store list. If store name has changed, record new name on your store list.)

Business City

- Seattle  
 Kent  
 Auburn  
 Federal Way  
 ()

Data Collection Date

\_\_\_\_\_  
( )

Data Collector Name

\_\_\_\_\_  
( )

Audit Start Time

\_\_\_\_\_  
( )

Survey Completion Code

- Completed  
 Partially Completed  
 Not Started  
 Not Eligible  
 ()

Survey Disposition Code

- Temporarily not accessible  
 Not safe  
 Asked to leave / Observation not allowed by staff  
 Not accessible for audit ( i.e. only clerk-assisted)  
 Does not meet study criteria (describe in notes)  
 Store closed permanently  
 ()

Did this store receive a \$10 cash incentive?

- Yes  
 No  
 ()

Cash incentive receipt:

Take photo of receipt, upload here

( )

Did you use petty cash to purchase an item at this store?

- Yes  
 No  
 ()

How much petty cash did you spend?

\_\_\_\_\_  
( )

What did you spend the petty cash on?

\_\_\_\_\_  
( )

Petty cash receipt:

Take photo of receipt, upload here

( )

Amount of soda tax add-on on receipt for 20oz Coke in dollars

\_\_\_\_\_  
(Enter as 4 digits (e.g., 01.29 or 00.29))

Amount of soda tax add-on on receipt for 20oz DIET Coke in dollars

\_\_\_\_\_  
(Enter as 4 digits (e.g., 01.29 or 00.29))

Are there any signs or posters or informational fliers about the soda tax?

- Yes
- No

Soda Tax Sign:

Notes

\_\_\_\_\_

( )

data tracking time stamp

\_\_\_\_\_

( )

# General Checkout

Business ID - 6mo

---

Type of Store

- Coffee Shop, non-chain
- Coffee Shop, chain
- Bubble Tea Shop

Are there pre-packaged fast food or other individual, ready-to-eat items available (e.g., display cases/refrigerated coolers with salads, sandwiches, yogurts, fruit cups, etc.)?

- Yes
- No

Number of cash registers

- 1
- 2
- 3
- 4
- 5
- 6
- 7
- 8
- 9
- 10 and over

Does the store have parking on-site?

- Yes
  - No
- (e.g. parking lot or designated stalls)

Are these available at CHECK-OUT:

- Milk, flavored
- Milk, unflavored
- Bottled Water, plain
- Soda, regular
- Soda, diet
- Other sweetened beverage
- None of the above

general checkout time stamp

---

# Coffee

Business ID - 6mo \_\_\_\_\_

---

---

**"Drip Coffee, Hot: 12 Ounces"****"May be called "Coffee" or "Brewed Coffee" on the menu"**

"Drip Coffee, self-serve or barista-served"

- Yes  
 No

Price tag and soda tax on tag

- No tax mention on price tag  
 Yes, tax price written on price tag as add-on, not included in total price listed  
 Yes, tax price included in price on price tag (AND identified as add-on)  
 Yes, tax price included in price on price tag (NOT identified as add-on)  
 Yes, price tag says tax will be added at register (e.g., plus soda tax) but does NOT include add-on price on tag  
 Yes, other

Price

\_\_\_\_\_  
(9999 = Not able to obtain price)

Tax add-on

\_\_\_\_\_  
(9999 = Not able to obtain price)

Sale

- Yes  
 No

Sale Type

- Reduced price  
 Buy #x get #x  
 Buy #x for \$priceTOTAL  
 Buy #x for \$priceEACH  
 Other

Sale Price

\_\_\_\_\_

Buy #xx

\_\_\_\_\_

Get #xx

\_\_\_\_\_

For \$xx.xx

\_\_\_\_\_

Minimum purchase required?

- Yes  
 No

**"Latte, Hot: 12 Ounces****Note: "chai latte" not included here, this is for coffee lattes only"**

"Latte Coffee drink, plain NO flavor or sweetener"

- Yes  
 No

Price tag and soda tax on tag

- No tax mention on price tag  
 Yes, tax price written on price tag as add-on, not included in total price listed  
 Yes, tax price included in price on price tag (AND identified as add-on)  
 Yes, tax price included in price on price tag (NOT identified as add-on)  
 Yes, price tag says tax will be added at register (e.g., plus soda tax) but does NOT include add-on price on tag  
 Yes, other

Price

\_\_\_\_\_  
(9999 = Not able to obtain price)

Tax add-on

\_\_\_\_\_  
(9999 = Not able to obtain price)

Sale

- Yes  
 No

Sale Type

- Reduced price  
 Buy #x get #x  
 Buy #x for \$priceTOTAL  
 Buy #x for \$priceEACH  
 Other

Sale Price

\_\_\_\_\_

Buy #xx

\_\_\_\_\_

Get #xx

\_\_\_\_\_

For \$xx.xx

\_\_\_\_\_

Minimum purchase required?

- Yes  
 No

"Latte Coffee drink, with sugar sweetener/flavoring"

- Yes  
 No  
 (Ask if you can't tell between sugar & sugar-free)

Price tag and soda tax on tag

- No tax mention on price tag  
 Yes, tax price written on price tag as add-on, not included in total price listed  
 Yes, tax price included in price on price tag (AND identified as add-on)  
 Yes, tax price included in price on price tag (NOT identified as add-on)  
 Yes, price tag says tax will be added at register (e.g., plus soda tax) but does NOT include add-on price on tag  
 Yes, other

How is the sweetener/flavor price listed on the menu?

- Flavor cost listed separate from drink
- Flavored drink is listed with flavor price included

Price of flavor/sweetner add-on:

\_\_\_\_\_  
(9999 = Not able to obtain price)

Price total of sweetened beverage:

\_\_\_\_\_  
(9999 = Not able to obtain price)

Price total of sweetened beverage:

\_\_\_\_\_  
(9999 = Not able to obtain price)

Tax add-on

\_\_\_\_\_  
(9999 = Not able to obtain price)

Sale

- Yes
- No

Sale Type

- Reduced price
- Buy #x get #x
- Buy #x for \$priceTOTAL
- Buy #x for \$priceEACH
- Other

Sale Price

\_\_\_\_\_

Buy #xx

\_\_\_\_\_

Get #xx

\_\_\_\_\_

For \$xx.xx

\_\_\_\_\_

Minimum purchase required?

- Yes
- No

"Latte Coffee drink, with sugar-FREE sweetener/flavoring"

- Yes
  - No
- (Ask if you can't tell between sugar & sugar-free)

Price tag and soda tax on tag

- No tax mention on price tag
- Yes, tax price written on price tag as add-on, not included in total price listed
- Yes, tax price included in price on price tag (AND identified as add-on)
- Yes, tax price included in price on price tag (NOT identified as add-on)
- Yes, price tag says tax will be added at register (e.g., plus soda tax) but does NOT include add-on price on tag
- Yes, other

How is the sweetener/flavor price listed on the menu?

- Flavor cost listed separate from drink
- Flavored drink is listed with flavor price included

Price of flavor/sweetner add-on:

\_\_\_\_\_  
(9999 = Not able to obtain price)

Price total of sweetened beverage:

\_\_\_\_\_  
(9999 = Not able to obtain price)

Price total of sweetened beverage:

\_\_\_\_\_  
(9999 = Not able to obtain price)

Tax add-on \_\_\_\_\_  
(9999 = Not able to obtain price)

Sale  Yes  
 No

Sale Type  Reduced price  
 Buy #x get #x  
 Buy #x for \$priceTOTAL  
 Buy #x for \$priceEACH  
 Other

Sale Price \_\_\_\_\_

Buy #xx \_\_\_\_\_

Get #xx \_\_\_\_\_

For \$xx.xx \_\_\_\_\_

Minimum purchase required?  Yes  
 No

**Chocolate Mocha: 12 Ounces**

"Chocolate Mocha Coffee, regular chocolate (not white)"  Yes  
 No

Price tag and soda tax on tag  No tax mention on price tag  
 Yes, tax price written on price tag as add-on, not included in total price listed  
 Yes, tax price included in price on price tag (AND identified as add-on)  
 Yes, tax price included in price on price tag (NOT identified as add-on)  
 Yes, price tag says tax will be added at register (e.g., plus soda tax) but does NOT include add-on price on tag  
 Yes, other

Price \_\_\_\_\_  
(9999 = Not able to obtain price)

Tax add-on \_\_\_\_\_  
(9999 = Not able to obtain price)

Sale  Yes  
 No

Sale Type  Reduced price  
 Buy #x get #x  
 Buy #x for \$priceTOTAL  
 Buy #x for \$priceEACH  
 Other

Sale Price \_\_\_\_\_

Buy #xx \_\_\_\_\_

Get #xx \_\_\_\_\_

For \$xx.xx \_\_\_\_\_

Minimum purchase required?

- Yes
- No

coffee time stamp

---

# Bubble Tea

Business ID - 6mo \_\_\_\_\_

---



---

## Bubble Tea: Standard 16 Ounces

"Milk Tea, with sugar sweetener/flavoring"

- Yes  
 No  
 ("If multiple flavor options, choose cheapest option")

Price tag and soda tax on tag

- No tax mention on price tag  
 Yes, tax price written on price tag as add-on, not included in total price listed  
 Yes, tax price included in price on price tag (AND identified as add-on)  
 Yes, tax price included in price on price tag (NOT identified as add-on)  
 Yes, price tag says tax will be added at register (e.g., plus soda tax) but does NOT include add-on price on tag  
 Yes, other

Price

\_\_\_\_\_  
(9999 = Not able to obtain price)

Tax add-on

\_\_\_\_\_  
(9999 = Not able to obtain price)

Sale

- Yes  
 No

Sale Type

- Reduced price  
 Buy #x get #x  
 Buy #x for \$priceTOTAL  
 Buy #x for \$priceEACH  
 Other

Sale Price

\_\_\_\_\_

Buy #xx

\_\_\_\_\_

Get #xx

\_\_\_\_\_

For \$xx.xx

\_\_\_\_\_

Minimum purchase required?

- Yes  
 No

"Milk Tea, with sugar-free sweetener/flavoring"

- Yes  
 No  
 ("If multiple flavor options, choose cheapest option")

Price tag and soda tax on tag

- No tax mention on price tag
- Yes, tax price written on price tag as add-on, not included in total price listed
- Yes, tax price included in price on price tag (AND identified as add-on)
- Yes, tax price included in price on price tag (NOT identified as add-on)
- Yes, price tag says tax will be added at register (e.g., plus soda tax) but does NOT include add-on price on tag
- Yes, other

Price

\_\_\_\_\_  
(9999 = Not able to obtain price)

Tax add-on

\_\_\_\_\_  
(9999 = Not able to obtain price)

Sale

- Yes
- No

Sale Type

- Reduced price
- Buy #x get #x
- Buy #x for \$priceTOTAL
- Buy #x for \$priceEACH
- Other

Sale Price

\_\_\_\_\_

Buy #xx

\_\_\_\_\_

Get #xx

\_\_\_\_\_

For \$xx.xx

\_\_\_\_\_

Minimum purchase required?

- Yes
- No

"Fruit" or "Flavored" Tea, with sugar sweetener/flavoring (i.e. a non-milk bubble tea)"

- Yes
  - No
- ("Ask if you can't tell if it has sugar. If multiple flavor options, choose cheapest option.")

Price tag and soda tax on tag

- No tax mention on price tag
- Yes, tax price written on price tag as add-on, not included in total price listed
- Yes, tax price included in price on price tag (AND identified as add-on)
- Yes, tax price included in price on price tag (NOT identified as add-on)
- Yes, price tag says tax will be added at register (e.g., plus soda tax) but does NOT include add-on price on tag
- Yes, other

Price

\_\_\_\_\_  
(9999 = Not able to obtain price)

Tax add-on

\_\_\_\_\_  
(9999 = Not able to obtain price)

Sale

- Yes
- No

Sale Type

- Reduced price
- Buy #x get #x
- Buy #x for \$priceTOTAL
- Buy #x for \$priceEACH
- Other

Sale Price

\_\_\_\_\_

Buy #xx

\_\_\_\_\_

Get #xx

\_\_\_\_\_

For \$xx.xx

\_\_\_\_\_

Minimum purchase required?

- Yes
- No

Name of tea on menu:

\_\_\_\_\_

"Fruit" or "Flavored" Tea, with sugar-free sweetener/flavoring (i.e. a non-milk bubble tea)"

- Yes
  - No
- ("Ask if you can't tell if it has sugar. If multiple flavor options, choose cheapest option.")

Price tag and soda tax on tag

- No tax mention on price tag
- Yes, tax price written on price tag as add-on, not included in total price listed
- Yes, tax price included in price on price tag (AND identified as add-on)
- Yes, tax price included in price on price tag (NOT identified as add-on)
- Yes, price tag says tax will be added at register (e.g., plus soda tax) but does NOT include add-on price on tag
- Yes, other

Price

\_\_\_\_\_  
(9999 = Not able to obtain price)

Tax add-on

\_\_\_\_\_  
(9999 = Not able to obtain price)

Sale

- Yes
- No

Sale Type

- Reduced price
- Buy #x get #x
- Buy #x for \$priceTOTAL
- Buy #x for \$priceEACH
- Other

Sale Price

\_\_\_\_\_

Buy #xx

\_\_\_\_\_

Get #xx

\_\_\_\_\_

For \$xx.xx

\_\_\_\_\_

Minimum purchase required?

- Yes
- No

Name of tea on menu:

\_\_\_\_\_

"Smoothie, with sugar sweetener/flavoring"

- Yes
- No
- (Ask if you can't tell if it has sugar)

Price tag and soda tax on tag

- No tax mention on price tag
- Yes, tax price written on price tag as add-on, not included in total price listed
- Yes, tax price included in price on price tag (AND identified as add-on)
- Yes, tax price included in price on price tag (NOT identified as add-on)
- Yes, price tag says tax will be added at register (e.g., plus soda tax) but does NOT include add-on price on tag
- Yes, other

Price

\_\_\_\_\_  
(9999 = Not able to obtain price)

Tax add-on

\_\_\_\_\_  
(9999 = Not able to obtain price)

Sale

- Yes
- No

Sale Type

- Reduced price
- Buy #x get #x
- Buy #x for \$priceTOTAL
- Buy #x for \$priceEACH
- Other

Sale Price

\_\_\_\_\_

Buy #xx

\_\_\_\_\_

Get #xx

\_\_\_\_\_

For \$xx.xx

\_\_\_\_\_

Minimum purchase required?

- Yes
- No

---

---

### Upload Menu Picture

Menu Picture: Upload picture of Bubble Tea Shop menu

tea time stamp

\_\_\_\_\_

Tea Notes:

\_\_\_\_\_  
(e.g., "Only 22oz bubble tea sold. Prices here are for 22oz.")

# Interiordisplay

Business ID - 6mo \_\_\_\_\_

---

---

## Interior Item Displays

**Interior item displays include any written signs, posters, pictures, or featured products arranged to help sell that item**

Sugary flavor or sweetner, not combined with a drink  
e.g., "Try our chocolate syrup!"  Yes  
 No

Sugar-free drink of any kind (tea, coffee, other)  Yes  
 No

Sweetened, Flavored Coffee  Yes  
 No

Sweetened, Flavored Tea  Yes  
 No

Regular Soda  Yes  
 No

Diet Soda  Yes  
 No

Regular Energy Drink  
(e.g., Monster, Red Bull)  Yes  
 No

Diet Energy Drink  Yes  
 No

Regular Sports Drink  
(e.g., Gatorade, Powerade, Vitamin Water)  Yes  
 No

Diet Sports Drink  Yes  
 No

Juice Drinks  Yes  
 No

100% Juice  Yes  
 No

Plain Bottled Water  Yes  
 No

Unflavored Milk  Yes  
 No

Flavored Milk  Yes  
 No

interior time stamp \_\_\_\_\_

Interior Display Notes:

---

((e.g., "sugary flavor advertised"))

# Exteriormarketing

Business ID - 6mo \_\_\_\_\_

Exterior Marketing of Any Beverage  
Count and write down the number of ads that include...

---

---

## Flavored Coffee

# of Flavored, Sweetened Coffee ads on building exterior  
(i.e. Signs on the door, exterior walls) \_\_\_\_\_  
(00 = None)

# of Flavored, Sweetened Coffee ads on property  
(e.g., Signs in the parking lot, on a post, sandwich board, billboard) \_\_\_\_\_  
(00 = None)

---

---

## Sweetened Tea

# of Flavored, Sweetened Tea/Bubble Tea ads on building exterior  
(i.e. Signs on the door, exterior walls) \_\_\_\_\_  
(00 = None)

# of Flavored, Sweetened Tea / Bubble Tea ads on property  
(e.g., Signs in the parking lot, on a post, sandwich board, billboard) \_\_\_\_\_  
(00 = None)

---

---

## Sugar-Free Sweetened Drinks

# of Flavored sugar-free, drink of any kind (tea, coffee, other) ads on building exterior  
(i.e. Signs on the door, exterior walls) \_\_\_\_\_  
(00 = None)

# of Flavored sugar-free, drink of any kind (tea, coffee, other) ads on property  
(e.g., Signs in the parking lot, on a post, sandwich board, billboard) \_\_\_\_\_  
(00 = None)

exterior marketing time stamp \_\_\_\_\_

**STORE AUDIT SURVEY INSTRUMENTS**  
**ii. FAST FOOD**

# Data Tracking

Business ID - 6mo

---

Enter Store ID

---

Business Name

---

  
(Type name from your store list. If store name has changed, record new name on your store list.)

Business City

- Seattle  
 Kent  
 Auburn  
 Federal Way  
 ( )

Data Collection Date

---

( )

Data Collector Name

---

( )

Audit Start Time

---

( )

Survey Completion Code

- Completed  
 Partially Completed  
 Not Started  
 Not Eligible  
 ( )

Survey Disposition Code

- Temporarily not accessible  
 Not safe  
 Asked to leave / Observation not allowed by staff  
 Not accessible for audit ( i.e. only clerk-assisted)  
 Does not meet study criteria (describe in notes)  
 Store closed permanently  
 ( )

Did this store receive a \$10 cash incentive?

- Yes  
 No  
 ( )

Cash incentive receipt:

Take photo of receipt, upload here

( )

Did you use petty cash to purchase an item at this store?

- Yes  
 No  
 ( )

How much petty cash did you spend?

---

( )

What did you spend the petty cash on?

---

( )

Petty cash receipt:

Take photo of receipt, upload here

( )

Amount of soda tax add-on on receipt for 20oz Coke in dollars

---

  
(Enter as 4 digits (e.g., 01.29 or 00.29))

Amount of soda tax add-on on receipt for 20oz DIET Coke in dollars

\_\_\_\_\_  
(Enter as 4 digits (e.g., 01.29 or 00.29))

Are there any signs or posters or informational fliers about the soda tax?

- Yes
- No

Soda Tax Sign:

Notes

\_\_\_\_\_

( )

data tracking time stamp

\_\_\_\_\_

( )

# General Checkout

Business ID - 6mo

Is the restaurant (check if yes):

- 
- In a Food Court or Mall  
 In a shared space with a Grocery or Department Store  
 In a shared space with a Gas Station or Convenience Store  
 In a shared space with another Restaurant  
 None of the above  
 ( )

Restaurant type:

- Burger and Fries  
 Mexican / Latin American  
 Fried Chicken / Fried Fish  
 Sandwich or Sub Shop (e.g., Subway, Quiznos)  
 Pastry or bakery  
 Pizzeria/Italian  
 Chinese/Pan-Asian  
 Other  
 ( )

Other restaurant type:

---

( )

Is the food order (check if yes):

- Placed at the counter  
 Picked up at the counter  
 Paid for at the counter  
 None of the above  
 ( )

Number of exterior walls visible from parking lot or street

- 1  
 2  
 3  
 4 or more  
 ( If 4+, enter 4)

Does the restaurant have (check if yes):

- Outdoor seating  
 Parking on-site  
 Drive-thru  
 Exterior play area  
 Indoor play area  
 Free water accessible to customers  
 None of the above  
 ( )

Are these available at CHECK-OUT:

- Milk, flavored  
 Milk, unflavored  
 Bottled Water, plain  
 Soda, regular  
 Soda, diet  
 Other sweetened beverage  
 None of the above  
 ( )

general checkout time stamp

---

( )

# Fountaindrinks

Business ID - 6mo \_\_\_\_\_

---



---

## Fountain Drinks

Are any fountain drinks available?

- Yes  
 No  
 ( )

'Kids' fountain drinks available

- Yes  
 No  
 ( )

Ounces

\_\_\_\_\_

( )

Price tag and soda tax on tag

- No tax mention on price tag  
 Yes, tax price written on price tag as add-on, not included in total price listed  
 Yes, tax price included in price on price tag (AND identified as add-on)  
 Yes, tax price included in price on price tag (NOT identified as add-on)  
 Yes, price tag says tax will be added at register (e.g., plus soda tax) but does NOT include add-on price on tag  
 Yes, other

Price

\_\_\_\_\_

(9999 = Not able to obtain price)

Tax add-on

\_\_\_\_\_

(9999 = Not able to obtain price)

Sale

- Yes  
 No

Sale Type

- Reduced price  
 Buy #x get #x  
 Buy #x for \$priceTOTAL  
 Buy #x for \$priceEACH  
 Other

Sale Price

\_\_\_\_\_

Buy #xx

\_\_\_\_\_

Get #xx

\_\_\_\_\_

For \$xx.xx

\_\_\_\_\_

Minimum purchase required?

- Yes  
 No

'Small' fountain drinks available

- Yes  
 No  
 ( )

Ounces

\_\_\_\_\_  
( )

Price tag and soda tax on tag

- No tax mention on price tag
- Yes, tax price written on price tag as add-on, not included in total price listed
- Yes, tax price included in price on price tag (AND identified as add-on)
- Yes, tax price included in price on price tag (NOT identified as add-on)
- Yes, price tag says tax will be added at register (e.g., plus soda tax) but does NOT include add-on price on tag
- Yes, other

Price

\_\_\_\_\_  
(9999 = Not able to obtain price)

Tax add-on

\_\_\_\_\_  
(9999 = Not able to obtain price)

Sale

- Yes
- No

Sale Type

- Reduced price
- Buy #x get #x
- Buy #x for \$priceTOTAL
- Buy #x for \$priceEACH
- Other

Sale Price

\_\_\_\_\_

Buy #xx

\_\_\_\_\_

Get #xx

\_\_\_\_\_

For \$xx.xx

\_\_\_\_\_

Minimum purchase required?

- Yes
- No

'Medium' fountain drinks available

- Yes
- No
- ( )

Ounces

\_\_\_\_\_  
( )

Price tag and soda tax on tag

- No tax mention on price tag
- Yes, tax price written on price tag as add-on, not included in total price listed
- Yes, tax price included in price on price tag (AND identified as add-on)
- Yes, tax price included in price on price tag (NOT identified as add-on)
- Yes, price tag says tax will be added at register (e.g., plus soda tax) but does NOT include add-on price on tag
- Yes, other

Price

\_\_\_\_\_  
(9999 = Not able to obtain price)

Tax add-on \_\_\_\_\_  
(9999 = Not able to obtain price)

Sale  Yes  
 No

Sale Type  Reduced price  
 Buy #x get #x  
 Buy #x for \$priceTOTAL  
 Buy #x for \$priceEACH  
 Other

Sale Price \_\_\_\_\_

Buy #xx \_\_\_\_\_

Get #xx \_\_\_\_\_

For \$xx.xx \_\_\_\_\_

Minimum purchase required?  Yes  
 No

'Large' fountain drinks available  Yes  
 No  
( )

Ounces \_\_\_\_\_  
( )

Price tag and soda tax on tag  No tax mention on price tag  
 Yes, tax price written on price tag as add-on, not included in total price listed  
 Yes, tax price included in price on price tag (AND identified as add-on)  
 Yes, tax price included in price on price tag (NOT identified as add-on)  
 Yes, price tag says tax will be added at register (e.g., plus soda tax) but does NOT include add-on price on tag  
 Yes, other

Price \_\_\_\_\_  
(9999 = Not able to obtain price)

Tax add-on \_\_\_\_\_  
(9999 = Not able to obtain price)

Sale  Yes  
 No

Sale Type  Reduced price  
 Buy #x get #x  
 Buy #x for \$priceTOTAL  
 Buy #x for \$priceEACH  
 Other

Sale Price \_\_\_\_\_

Buy #xx \_\_\_\_\_

Get #xx \_\_\_\_\_

For \$xx.xx \_\_\_\_\_

Minimum purchase required?

- Yes
- No

'XL' fountain drinks available

- Yes
- No
- ( )

Ounces

\_\_\_\_\_

( )

Price tag and soda tax on tag

- No tax mention on price tag
- Yes, tax price written on price tag as add-on, not included in total price listed
- Yes, tax price included in price on price tag (AND identified as add-on)
- Yes, tax price included in price on price tag (NOT identified as add-on)
- Yes, price tag says tax will be added at register (e.g., plus soda tax) but does NOT include add-on price on tag
- Yes, other

Price

\_\_\_\_\_

(9999 = Not able to obtain price)

Tax add-on

\_\_\_\_\_

(9999 = Not able to obtain price)

Sale

- Yes
- No

Sale Type

- Reduced price
- Buy #x get #x
- Buy #x for \$priceTOTAL
- Buy #x for \$priceEACH
- Other

Sale Price

\_\_\_\_\_

Buy #xx

\_\_\_\_\_

Get #xx

\_\_\_\_\_

For \$xx.xx

\_\_\_\_\_

Minimum purchase required?

- Yes
- No

'XXL' fountain drinks available

- Yes
- No
- ( )

Ounces

\_\_\_\_\_

( )

Price tag and soda tax on tag

- No tax mention on price tag
- Yes, tax price written on price tag as add-on, not included in total price listed
- Yes, tax price included in price on price tag (AND identified as add-on)
- Yes, tax price included in price on price tag (NOT identified as add-on)
- Yes, price tag says tax will be added at register (e.g., plus soda tax) but does NOT include add-on price on tag
- Yes, other

Price

\_\_\_\_\_  
(9999 = Not able to obtain price)

Tax add-on

\_\_\_\_\_  
(9999 = Not able to obtain price)

Sale

- Yes
- No

Sale Type

- Reduced price
- Buy #x get #x
- Buy #x for \$priceTOTAL
- Buy #x for \$priceEACH
- Other

Sale Price

\_\_\_\_\_

Buy #xx

\_\_\_\_\_

Get #xx

\_\_\_\_\_

For \$xx.xx

\_\_\_\_\_

Minimum purchase required?

- Yes
- No

---

---

**Drink Availability**

Which fountain drinks are available:

- Coke
- Diet Coke
- Pepsi
- Diet Pepsi
- Sprite
- Sprite Zero
- Fanta
- Mountain Dew
- Diet Mountain Dew
- Dr Pepper
- Diet Dr Pepper
- Root Beer
- Sweetened Tea
- Unsweetened Tea / Diet Tea
- Lemonade
- Lite Lemonade
- Sports Drink
- Diet Sports Drink
- Energy Drink
- Diet Energy Drink
- Juice Drink
- 100% Juice
- Water
- Other
- ( )

Other fountain drink:

\_\_\_\_\_

( )

**Refills**

Are free refills offered for fountain beverages at this location?

- Yes
- No
- ( If no sign and the machine is self-serve, then YES it is free refill)

**Self-Service**

Is the fountain beverage machine self-serve?

- Yes
- No
- ( )

fountain drinks time stamp

\_\_\_\_\_

( )

# Soda

Business ID - 6mo \_\_\_\_\_

---

---

## Coca-Cola

Coca-Cola 12 oz

- Yes  
 No  
 ( )

Price tag and soda tax on tag

- No tax mention on price tag  
 Yes, tax price written on price tag as add-on, not included in total price listed  
 Yes, tax price included in price on price tag (AND identified as add-on)  
 Yes, tax price included in price on price tag (NOT identified as add-on)  
 Yes, price tag says tax will be added at register (e.g., plus soda tax) but does NOT include add-on price on tag  
 Yes, other

Price

\_\_\_\_\_  
(9999 = Not able to obtain price)

Tax add-on

\_\_\_\_\_  
(9999 = Not able to obtain price)

Sale

- Yes  
 No

Sale Type

- Reduced price  
 Buy #x get #x  
 Buy #x for \$priceTOTAL  
 Buy #x for \$priceEACH  
 Other

Sale Price

\_\_\_\_\_

Buy #xx

\_\_\_\_\_

Get #xx

\_\_\_\_\_

For \$xx.xx

\_\_\_\_\_

Minimum purchase required?

- Yes  
 No

Coca-Cola 16.9 oz

- Yes  
 No  
 ( )

Price tag and soda tax on tag

- No tax mention on price tag
- Yes, tax price written on price tag as add-on, not included in total price listed
- Yes, tax price included in price on price tag (AND identified as add-on)
- Yes, tax price included in price on price tag (NOT identified as add-on)
- Yes, price tag says tax will be added at register (e.g., plus soda tax) but does NOT include add-on price on tag
- Yes, other

Price

\_\_\_\_\_  
(9999 = Not able to obtain price)

Tax add-on

\_\_\_\_\_  
(9999 = Not able to obtain price)

Sale

- Yes
- No

Sale Type

- Reduced price
- Buy #x get #x
- Buy #x for \$priceTOTAL
- Buy #x for \$priceEACH
- Other

Sale Price

\_\_\_\_\_

Buy #xx

\_\_\_\_\_

Get #xx

\_\_\_\_\_

For \$xx.xx

\_\_\_\_\_

Minimum purchase required?

- Yes
- No

Coca-Cola 20 oz

- Yes
- No
- ( )

Price tag and soda tax on tag

- No tax mention on price tag
- Yes, tax price written on price tag as add-on, not included in total price listed
- Yes, tax price included in price on price tag (AND identified as add-on)
- Yes, tax price included in price on price tag (NOT identified as add-on)
- Yes, price tag says tax will be added at register (e.g., plus soda tax) but does NOT include add-on price on tag
- Yes, other

Price

\_\_\_\_\_  
(9999 = Not able to obtain price)

Tax add-on

\_\_\_\_\_  
(9999 = Not able to obtain price)

Sale

- Yes
- No

Sale Type  Reduced price  
 Buy #x get #x  
 Buy #x for \$priceTOTAL  
 Buy #x for \$priceEACH  
 Other

Sale Price \_\_\_\_\_

Buy #xx \_\_\_\_\_

Get #xx \_\_\_\_\_

For \$xx.xx \_\_\_\_\_

Minimum purchase required?  Yes  
 No

**Diet Coke**

Diet Coke 12 oz  Yes  
 No  
 ( )

Price tag and soda tax on tag  No tax mention on price tag  
 Yes, tax price written on price tag as add-on, not included in total price listed  
 Yes, tax price included in price on price tag (AND identified as add-on)  
 Yes, tax price included in price on price tag (NOT identified as add-on)  
 Yes, price tag says tax will be added at register (e.g., plus soda tax) but does NOT include add-on price on tag  
 Yes, other

Price \_\_\_\_\_  
(9999 = Not able to obtain price)

Tax add-on \_\_\_\_\_  
(9999 = Not able to obtain price)

Sale  Yes  
 No

Sale Type  Reduced price  
 Buy #x get #x  
 Buy #x for \$priceTOTAL  
 Buy #x for \$priceEACH  
 Other

Sale Price \_\_\_\_\_

Buy #xx \_\_\_\_\_

Get #xx \_\_\_\_\_

For \$xx.xx \_\_\_\_\_

Minimum purchase required?  Yes  
 No

Diet Coke 16.9 oz

- Yes
- No
- ( )

Price tag and soda tax on tag

- No tax mention on price tag
- Yes, tax price written on price tag as add-on, not included in total price listed
- Yes, tax price included in price on price tag (AND identified as add-on)
- Yes, tax price included in price on price tag (NOT identified as add-on)
- Yes, price tag says tax will be added at register (e.g., plus soda tax) but does NOT include add-on price on tag
- Yes, other

Price

\_\_\_\_\_  
(9999 = Not able to obtain price)

Tax add-on

\_\_\_\_\_  
(9999 = Not able to obtain price)

Sale

- Yes
- No

Sale Type

- Reduced price
- Buy #x get #x
- Buy #x for \$priceTOTAL
- Buy #x for \$priceEACH
- Other

Sale Price

\_\_\_\_\_

Buy #xx

\_\_\_\_\_

Get #xx

\_\_\_\_\_

For \$xx.xx

\_\_\_\_\_

Minimum purchase required?

- Yes
- No

Diet Coke 20 oz

- Yes
- No
- ( )

Price tag and soda tax on tag

- No tax mention on price tag
- Yes, tax price written on price tag as add-on, not included in total price listed
- Yes, tax price included in price on price tag (AND identified as add-on)
- Yes, tax price included in price on price tag (NOT identified as add-on)
- Yes, price tag says tax will be added at register (e.g., plus soda tax) but does NOT include add-on price on tag
- Yes, other

Price

\_\_\_\_\_  
(9999 = Not able to obtain price)

Tax add-on

\_\_\_\_\_  
(9999 = Not able to obtain price)

Sale  Yes  
 No

Sale Type  Reduced price  
 Buy #x get #x  
 Buy #x for \$priceTOTAL  
 Buy #x for \$priceEACH  
 Other

Sale Price \_\_\_\_\_

Buy #xx \_\_\_\_\_

Get #xx \_\_\_\_\_

For \$xx.xx \_\_\_\_\_

Minimum purchase required?  Yes  
 No

**Pepsi**

Pepsi 12 oz  Yes  
 No  
 ( )

Price tag and soda tax on tag  No tax mention on price tag  
 Yes, tax price written on price tag as add-on, not included in total price listed  
 Yes, tax price included in price on price tag (AND identified as add-on)  
 Yes, tax price included in price on price tag (NOT identified as add-on)  
 Yes, price tag says tax will be added at register (e.g., plus soda tax) but does NOT include add-on price on tag  
 Yes, other

Price \_\_\_\_\_  
 (9999 = Not able to obtain price)

Tax add-on \_\_\_\_\_  
 (9999 = Not able to obtain price)

Sale  Yes  
 No

Sale Type  Reduced price  
 Buy #x get #x  
 Buy #x for \$priceTOTAL  
 Buy #x for \$priceEACH  
 Other

Sale Price \_\_\_\_\_

Buy #xx \_\_\_\_\_

Get #xx \_\_\_\_\_

For \$xx.xx \_\_\_\_\_

Minimum purchase required?

- Yes
- No

Pepsi 20 oz

- Yes
- No
- ( )

Price tag and soda tax on tag

- No tax mention on price tag
- Yes, tax price written on price tag as add-on, not included in total price listed
- Yes, tax price included in price on price tag (AND identified as add-on)
- Yes, tax price included in price on price tag (NOT identified as add-on)
- Yes, price tag says tax will be added at register (e.g., plus soda tax) but does NOT include add-on price on tag
- Yes, other

Price

\_\_\_\_\_  
(9999 = Not able to obtain price)

Tax add-on

\_\_\_\_\_  
(9999 = Not able to obtain price)

Sale

- Yes
- No

Sale Type

- Reduced price
- Buy #x get #x
- Buy #x for \$priceTOTAL
- Buy #x for \$priceEACH
- Other

Sale Price

\_\_\_\_\_

Buy #xx

\_\_\_\_\_

Get #xx

\_\_\_\_\_

For \$xx.xx

\_\_\_\_\_

Minimum purchase required?

- Yes
- No

**Diet Pepsi**

Diet Pepsi 12 oz

- Yes
- No
- ( )

Price tag and soda tax on tag

- No tax mention on price tag
- Yes, tax price written on price tag as add-on, not included in total price listed
- Yes, tax price included in price on price tag (AND identified as add-on)
- Yes, tax price included in price on price tag (NOT identified as add-on)
- Yes, price tag says tax will be added at register (e.g., plus soda tax) but does NOT include add-on price on tag
- Yes, other

Price

\_\_\_\_\_  
(9999 = Not able to obtain price)

Tax add-on

\_\_\_\_\_  
(9999 = Not able to obtain price)

Sale

- Yes
- No

Sale Type

- Reduced price
- Buy #x get #x
- Buy #x for \$priceTOTAL
- Buy #x for \$priceEACH
- Other

Sale Price

\_\_\_\_\_

Buy #xx

\_\_\_\_\_

Get #xx

\_\_\_\_\_

For \$xx.xx

\_\_\_\_\_

Minimum purchase required?

- Yes
- No

Diet Pepsi 20 oz

- Yes
- No
- ( )

Price tag and soda tax on tag

- No tax mention on price tag
- Yes, tax price written on price tag as add-on, not included in total price listed
- Yes, tax price included in price on price tag (AND identified as add-on)
- Yes, tax price included in price on price tag (NOT identified as add-on)
- Yes, price tag says tax will be added at register (e.g., plus soda tax) but does NOT include add-on price on tag
- Yes, other

Price

\_\_\_\_\_  
(9999 = Not able to obtain price)

Tax add-on

\_\_\_\_\_  
(9999 = Not able to obtain price)

Sale

- Yes
- No

Sale Type

- Reduced price
- Buy #x get #x
- Buy #x for \$priceTOTAL
- Buy #x for \$priceEACH
- Other

Sale Price

\_\_\_\_\_

Buy #xx

\_\_\_\_\_

Get #xx

\_\_\_\_\_

For \$xx.xx

\_\_\_\_\_

Minimum purchase required?

- Yes
- No

soda time stamp

\_\_\_\_\_

( )

# Sportsdrink

Business ID - 6mo \_\_\_\_\_

---

---

## Gatorade

Gatorade 20 oz

- Yes  
 No  
 ()

Price tag and soda tax on tag

- No tax mention on price tag  
 Yes, tax price written on price tag as add-on, not included in total price listed  
 Yes, tax price included in price on price tag (AND identified as add-on)  
 Yes, tax price included in price on price tag (NOT identified as add-on)  
 Yes, price tag says tax will be added at register (e.g., plus soda tax) but does NOT include add-on price on tag  
 Yes, other

Price

\_\_\_\_\_  
(9999 = Not able to obtain price)

Tax add-on

\_\_\_\_\_  
(9999 = Not able to obtain price)

Sale

- Yes  
 No

Sale Type

- Reduced price  
 Buy #x get #x  
 Buy #x for \$priceTOTAL  
 Buy #x for \$priceEACH  
 Other

Sale Price

\_\_\_\_\_

Buy #xx

\_\_\_\_\_

Get #xx

\_\_\_\_\_

For \$xx.xx

\_\_\_\_\_

Minimum purchase required?

- Yes  
 No

Gatorade 32 oz

- Yes  
 No  
 ()

Price tag and soda tax on tag

- No tax mention on price tag
- Yes, tax price written on price tag as add-on, not included in total price listed
- Yes, tax price included in price on price tag (AND identified as add-on)
- Yes, tax price included in price on price tag (NOT identified as add-on)
- Yes, price tag says tax will be added at register (e.g., plus soda tax) but does NOT include add-on price on tag
- Yes, other

Price

\_\_\_\_\_  
(9999 = Not able to obtain price)

Tax add-on

\_\_\_\_\_  
(9999 = Not able to obtain price)

Sale

- Yes
- No

Sale Type

- Reduced price
- Buy #x get #x
- Buy #x for \$priceTOTAL
- Buy #x for \$priceEACH
- Other

Sale Price

\_\_\_\_\_

Buy #xx

\_\_\_\_\_

Get #xx

\_\_\_\_\_

For \$xx.xx

\_\_\_\_\_

Minimum purchase required?

- Yes
- No

**Gatorade G2**

Gatorade G2 20 oz

- Yes
- No
- ( )

Price tag and soda tax on tag

- No tax mention on price tag
- Yes, tax price written on price tag as add-on, not included in total price listed
- Yes, tax price included in price on price tag (AND identified as add-on)
- Yes, tax price included in price on price tag (NOT identified as add-on)
- Yes, price tag says tax will be added at register (e.g., plus soda tax) but does NOT include add-on price on tag
- Yes, other

Price

\_\_\_\_\_  
(9999 = Not able to obtain price)

Tax add-on

\_\_\_\_\_  
(9999 = Not able to obtain price)

Sale  Yes  No

Sale Type  Reduced price  Buy #x get #x  Buy #x for \$priceTOTAL  Buy #x for \$priceEACH  Other

Sale Price \_\_\_\_\_

Buy #xx \_\_\_\_\_

Get #xx \_\_\_\_\_

For \$xx.xx \_\_\_\_\_

Minimum purchase required?  Yes  No

Gatorade G2 32 oz  Yes  No  ( )

Price tag and soda tax on tag  No tax mention on price tag  Yes, tax price written on price tag as add-on, not included in total price listed  Yes, tax price included in price on price tag (AND identified as add-on)  Yes, tax price included in price on price tag (NOT identified as add-on)  Yes, price tag says tax will be added at register (e.g., plus soda tax) but does NOT include add-on price on tag  Yes, other

Price \_\_\_\_\_ (9999 = Not able to obtain price)

Tax add-on \_\_\_\_\_ (9999 = Not able to obtain price)

Sale  Yes  No

Sale Type  Reduced price  Buy #x get #x  Buy #x for \$priceTOTAL  Buy #x for \$priceEACH  Other

Sale Price \_\_\_\_\_

Buy #xx \_\_\_\_\_

Get #xx \_\_\_\_\_

For \$xx.xx \_\_\_\_\_

Minimum purchase required?  Yes  No

**Powerade**

Powerade 20 oz

- Yes  
 No  
 ( )

Price tag and soda tax on tag

- No tax mention on price tag  
 Yes, tax price written on price tag as add-on, not included in total price listed  
 Yes, tax price included in price on price tag (AND identified as add-on)  
 Yes, tax price included in price on price tag (NOT identified as add-on)  
 Yes, price tag says tax will be added at register (e.g., plus soda tax) but does NOT include add-on price on tag  
 Yes, other

Price

---

 (9999 = Not able to obtain price)

Tax add-on

---

 (9999 = Not able to obtain price)

Sale

- Yes  
 No

Sale Type

- Reduced price  
 Buy #x get #x  
 Buy #x for \$priceTOTAL  
 Buy #x for \$priceEACH  
 Other

Sale Price

---

Buy #xx

---

Get #xx

---

For \$xx.xx

---

Minimum purchase required?

- Yes  
 No

Powerade 32 oz

- Yes  
 No  
 ( )

Price tag and soda tax on tag

- No tax mention on price tag  
 Yes, tax price written on price tag as add-on, not included in total price listed  
 Yes, tax price included in price on price tag (AND identified as add-on)  
 Yes, tax price included in price on price tag (NOT identified as add-on)  
 Yes, price tag says tax will be added at register (e.g., plus soda tax) but does NOT include add-on price on tag  
 Yes, other

Price

---

 (9999 = Not able to obtain price)

Tax add-on \_\_\_\_\_  
(9999 = Not able to obtain price)

Sale  Yes  
 No

Sale Type  Reduced price  
 Buy #x get #x  
 Buy #x for \$priceTOTAL  
 Buy #x for \$priceEACH  
 Other

Sale Price \_\_\_\_\_

Buy #xx \_\_\_\_\_

Get #xx \_\_\_\_\_

For \$xx.xx \_\_\_\_\_

Minimum purchase required?  Yes  
 No

---

**Powerade Zero**

Powerade Zero 20 oz  Yes  
 No  
( )

Price tag and soda tax on tag  No tax mention on price tag  
 Yes, tax price written on price tag as add-on, not included in total price listed  
 Yes, tax price included in price on price tag (AND identified as add-on)  
 Yes, tax price included in price on price tag (NOT identified as add-on)  
 Yes, price tag says tax will be added at register (e.g., plus soda tax) but does NOT include add-on price on tag  
 Yes, other

Price \_\_\_\_\_  
(9999 = Not able to obtain price)

Tax add-on \_\_\_\_\_  
(9999 = Not able to obtain price)

Sale  Yes  
 No

Sale Type  Reduced price  
 Buy #x get #x  
 Buy #x for \$priceTOTAL  
 Buy #x for \$priceEACH  
 Other

Sale Price \_\_\_\_\_

Buy #xx \_\_\_\_\_

Get #xx \_\_\_\_\_

For \$xx.xx

\_\_\_\_\_

Minimum purchase required?

- Yes
- No

Powerade 32 oz

- Yes
- No
- ( )

Price tag and soda tax on tag

- No tax mention on price tag
- Yes, tax price written on price tag as add-on, not included in total price listed
- Yes, tax price included in price on price tag (AND identified as add-on)
- Yes, tax price included in price on price tag (NOT identified as add-on)
- Yes, price tag says tax will be added at register (e.g., plus soda tax) but does NOT include add-on price on tag
- Yes, other

Price

\_\_\_\_\_  
(9999 = Not able to obtain price)

Tax add-on

\_\_\_\_\_  
(9999 = Not able to obtain price)

Sale

- Yes
- No

Sale Type

- Reduced price
- Buy #x get #x
- Buy #x for \$priceTOTAL
- Buy #x for \$priceEACH
- Other

Sale Price

\_\_\_\_\_

Buy #xx

\_\_\_\_\_

Get #xx

\_\_\_\_\_

For \$xx.xx

\_\_\_\_\_

Minimum purchase required?

- Yes
- No

sports drink time stamp

\_\_\_\_\_  
( )

# Energydrink

Business ID - 6mo \_\_\_\_\_

---

---

## Monster

Monster 16 oz

- Yes  
 No  
 ( )

Price tag and soda tax on tag

- No tax mention on price tag  
 Yes, tax price written on price tag as add-on, not included in total price listed  
 Yes, tax price included in price on price tag (AND identified as add-on)  
 Yes, tax price included in price on price tag (NOT identified as add-on)  
 Yes, price tag says tax will be added at register (e.g., plus soda tax) but does NOT include add-on price on tag  
 Yes, other

Price

\_\_\_\_\_  
(9999 = Not able to obtain price)

Tax add-on

\_\_\_\_\_  
(9999 = Not able to obtain price)

Sale

- Yes  
 No

Sale Type

- Reduced price  
 Buy #x get #x  
 Buy #x for \$priceTOTAL  
 Buy #x for \$priceEACH  
 Other

Sale Price

\_\_\_\_\_

Buy #xx

\_\_\_\_\_

Get #xx

\_\_\_\_\_

For \$xx.xx

\_\_\_\_\_

Minimum purchase required?

- Yes  
 No

---

---

## Monster Zero Ultra

Monster Zero Ultra 16 oz

- Yes  
 No  
 ( )

Price tag and soda tax on tag

- No tax mention on price tag
- Yes, tax price written on price tag as add-on, not included in total price listed
- Yes, tax price included in price on price tag (AND identified as add-on)
- Yes, tax price included in price on price tag (NOT identified as add-on)
- Yes, price tag says tax will be added at register (e.g., plus soda tax) but does NOT include add-on price on tag
- Yes, other

Price

\_\_\_\_\_  
(9999 = Not able to obtain price)

Tax add-on

\_\_\_\_\_  
(9999 = Not able to obtain price)

Sale

- Yes
- No

Sale Type

- Reduced price
- Buy #x get #x
- Buy #x for \$priceTOTAL
- Buy #x for \$priceEACH
- Other

Sale Price

\_\_\_\_\_

Buy #xx

\_\_\_\_\_

Get #xx

\_\_\_\_\_

For \$xx.xx

\_\_\_\_\_

Minimum purchase required?

- Yes
- No

**Red Bull**

Red Bull 8.4 oz

- Yes
- No
- ( )

Price tag and soda tax on tag

- No tax mention on price tag
- Yes, tax price written on price tag as add-on, not included in total price listed
- Yes, tax price included in price on price tag (AND identified as add-on)
- Yes, tax price included in price on price tag (NOT identified as add-on)
- Yes, price tag says tax will be added at register (e.g., plus soda tax) but does NOT include add-on price on tag
- Yes, other

Price

\_\_\_\_\_  
(9999 = Not able to obtain price)

Tax add-on

\_\_\_\_\_  
(9999 = Not able to obtain price)

Sale  Yes  No

Sale Type  Reduced price  Buy #x get #x  Buy #x for \$priceTOTAL  Buy #x for \$priceEACH  Other

Sale Price \_\_\_\_\_

Buy #xx \_\_\_\_\_

Get #xx \_\_\_\_\_

For \$xx.xx \_\_\_\_\_

Minimum purchase required?  Yes  No

Red Bull 16 oz  Yes  No  ( )

Price tag and soda tax on tag  No tax mention on price tag  Yes, tax price written on price tag as add-on, not included in total price listed  Yes, tax price included in price on price tag (AND identified as add-on)  Yes, tax price included in price on price tag (NOT identified as add-on)  Yes, price tag says tax will be added at register (e.g., plus soda tax) but does NOT include add-on price on tag  Yes, other

Price \_\_\_\_\_ (9999 = Not able to obtain price)

Tax add-on \_\_\_\_\_ (9999 = Not able to obtain price)

Sale  Yes  No

Sale Type  Reduced price  Buy #x get #x  Buy #x for \$priceTOTAL  Buy #x for \$priceEACH  Other

Sale Price \_\_\_\_\_

Buy #xx \_\_\_\_\_

Get #xx \_\_\_\_\_

For \$xx.xx \_\_\_\_\_

Minimum purchase required?  Yes  No

**Red Bull Sugarfree**

Red Bull Sugarfree 8.4 oz

- Yes  
 No  
 ( )

Price tag and soda tax on tag

- No tax mention on price tag  
 Yes, tax price written on price tag as add-on, not included in total price listed  
 Yes, tax price included in price on price tag (AND identified as add-on)  
 Yes, tax price included in price on price tag (NOT identified as add-on)  
 Yes, price tag says tax will be added at register (e.g., plus soda tax) but does NOT include add-on price on tag  
 Yes, other

Price

---

 (9999 = Not able to obtain price)

Tax add-on

---

 (9999 = Not able to obtain price)

Sale

- Yes  
 No

Sale Type

- Reduced price  
 Buy #x get #x  
 Buy #x for \$priceTOTAL  
 Buy #x for \$priceEACH  
 Other

Sale Price

---

Buy #xx

---

Get #xx

---

For \$xx.xx

---

Minimum purchase required?

- Yes  
 No

Red Bull Sugarfree 16 oz

- Yes  
 No  
 ( )

Price tag and soda tax on tag

- No tax mention on price tag  
 Yes, tax price written on price tag as add-on, not included in total price listed  
 Yes, tax price included in price on price tag (AND identified as add-on)  
 Yes, tax price included in price on price tag (NOT identified as add-on)  
 Yes, price tag says tax will be added at register (e.g., plus soda tax) but does NOT include add-on price on tag  
 Yes, other

Price

---

 (9999 = Not able to obtain price)

Tax add-on

\_\_\_\_\_  
(9999 = Not able to obtain price)

Sale

- Yes
- No

Sale Type

- Reduced price
- Buy #x get #x
- Buy #x for \$priceTOTAL
- Buy #x for \$priceEACH
- Other

Sale Price

\_\_\_\_\_

Buy #xx

\_\_\_\_\_

Get #xx

\_\_\_\_\_

For \$xx.xx

\_\_\_\_\_

Minimum purchase required?

- Yes
- No

energy drink time stamp

\_\_\_\_\_  
( )

# Teacoffee

Business ID - 6mo \_\_\_\_\_

---

## Arizona Green Tea

Arizona Green Tea 23 oz

- Yes  
 No  
 ( )

Price tag and soda tax on tag

- No tax mention on price tag  
 Yes, tax price written on price tag as add-on, not included in total price listed  
 Yes, tax price included in price on price tag (AND identified as add-on)  
 Yes, tax price included in price on price tag (NOT identified as add-on)  
 Yes, price tag says tax will be added at register (e.g., plus soda tax) but does NOT include add-on price on tag  
 Yes, other

Price

\_\_\_\_\_  
(9999 = Not able to obtain price)

Tax add-on

\_\_\_\_\_  
(9999 = Not able to obtain price)

Sale

- Yes  
 No

Sale Type

- Reduced price  
 Buy #x get #x  
 Buy #x for \$priceTOTAL  
 Buy #x for \$priceEACH  
 Other

Sale Price

\_\_\_\_\_

Buy #xx

\_\_\_\_\_

Get #xx

\_\_\_\_\_

For \$xx.xx

\_\_\_\_\_

Minimum purchase required?

- Yes  
 No

---

## Arizona Zero Calorie Green Tea

Arizona Zero Calorie Green Tea 23 oz

- Yes  
 No  
 ( )

Price tag and soda tax on tag

- No tax mention on price tag
- Yes, tax price written on price tag as add-on, not included in total price listed
- Yes, tax price included in price on price tag (AND identified as add-on)
- Yes, tax price included in price on price tag (NOT identified as add-on)
- Yes, price tag says tax will be added at register (e.g., plus soda tax) but does NOT include add-on price on tag
- Yes, other

Price

\_\_\_\_\_  
(9999 = Not able to obtain price)

Tax add-on

\_\_\_\_\_  
(9999 = Not able to obtain price)

Sale

- Yes
- No

Sale Type

- Reduced price
- Buy #x get #x
- Buy #x for \$priceTOTAL
- Buy #x for \$priceEACH
- Other

Sale Price

\_\_\_\_\_

Buy #xx

\_\_\_\_\_

Get #xx

\_\_\_\_\_

For \$xx.xx

\_\_\_\_\_

Minimum purchase required?

- Yes
- No

**Pure Leaf Sweet Tea**

Pure Leaf Sweet Tea 18.5 oz

- Yes
- No
- ( )

Price tag and soda tax on tag

- No tax mention on price tag
- Yes, tax price written on price tag as add-on, not included in total price listed
- Yes, tax price included in price on price tag (AND identified as add-on)
- Yes, tax price included in price on price tag (NOT identified as add-on)
- Yes, price tag says tax will be added at register (e.g., plus soda tax) but does NOT include add-on price on tag
- Yes, other

Price

\_\_\_\_\_  
(9999 = Not able to obtain price)

Tax add-on

\_\_\_\_\_  
(9999 = Not able to obtain price)

Sale  Yes  
 No

Sale Type  Reduced price  
 Buy #x get #x  
 Buy #x for \$priceTOTAL  
 Buy #x for \$priceEACH  
 Other

Sale Price \_\_\_\_\_

Buy #xx \_\_\_\_\_

Get #xx \_\_\_\_\_

For \$xx.xx \_\_\_\_\_

Minimum purchase required?  Yes  
 No

**Pure Leaf Unsweetened Tea**

Pure Leaf Unsweetened Tea 18.5 oz  Yes  
 No  
 ( )

Price tag and soda tax on tag  No tax mention on price tag  
 Yes, tax price written on price tag as add-on, not included in total price listed  
 Yes, tax price included in price on price tag (AND identified as add-on)  
 Yes, tax price included in price on price tag (NOT identified as add-on)  
 Yes, price tag says tax will be added at register (e.g., plus soda tax) but does NOT include add-on price on tag  
 Yes, other

Price \_\_\_\_\_  
(9999 = Not able to obtain price)

Tax add-on \_\_\_\_\_  
(9999 = Not able to obtain price)

Sale  Yes  
 No

Sale Type  Reduced price  
 Buy #x get #x  
 Buy #x for \$priceTOTAL  
 Buy #x for \$priceEACH  
 Other

Sale Price \_\_\_\_\_

Buy #xx \_\_\_\_\_

Get #xx \_\_\_\_\_

For \$xx.xx \_\_\_\_\_

Minimum purchase required?

Yes

No

tea coffee time stamp

( )

---

# Juice

Business ID - 6mo \_\_\_\_\_

---



---

## Minute Maid (Cranberry Cocktail)

Minute Maid (Cranberry Cocktail) 12 oz OR 15.2 oz

- 12 oz  
 15.2 oz  
 No 12 or 15.2oz  
 ( )

Price tag and soda tax on tag

- No tax mention on price tag  
 Yes, tax price written on price tag as add-on, not included in total price listed  
 Yes, tax price included in price on price tag (AND identified as add-on)  
 Yes, tax price included in price on price tag (NOT identified as add-on)  
 Yes, price tag says tax will be added at register (e.g., plus soda tax) but does NOT include add-on price on tag  
 Yes, other

Price

\_\_\_\_\_  
(9999 = Not able to obtain price)

Tax add-on

\_\_\_\_\_  
(9999 = Not able to obtain price)

Sale

- Yes  
 No

Sale Type

- Reduced price  
 Buy #x get #x  
 Buy #x for \$priceTOTAL  
 Buy #x for \$priceEACH  
 Other

Sale Price

\_\_\_\_\_

Buy #xx

\_\_\_\_\_

Get #xx

\_\_\_\_\_

For \$xx.xx

\_\_\_\_\_

Minimum purchase required?

- Yes  
 No

**Minute Maid 100 % Juice (Orange)**

Minute Maid 100 % Juice (Orange) 12 oz OR 15.2 oz

- 12 oz  
 15.2 oz  
 No 12 or 15.2oz  
 ( )

Price tag and soda tax on tag

- No tax mention on price tag  
 Yes, tax price written on price tag as add-on, not included in total price listed  
 Yes, tax price included in price on price tag (AND identified as add-on)  
 Yes, tax price included in price on price tag (NOT identified as add-on)  
 Yes, price tag says tax will be added at register (e.g., plus soda tax) but does NOT include add-on price on tag  
 Yes, other

Price

\_\_\_\_\_  
(9999 = Not able to obtain price)

Tax add-on

\_\_\_\_\_  
(9999 = Not able to obtain price)

Sale

- Yes  
 No

Sale Type

- Reduced price  
 Buy #x get #x  
 Buy #x for \$priceTOTAL  
 Buy #x for \$priceEACH  
 Other

Sale Price

\_\_\_\_\_

Buy #xx

\_\_\_\_\_

Get #xx

\_\_\_\_\_

For \$xx.xx

\_\_\_\_\_

Minimum purchase required?

- Yes  
 No

**Tropicana (Cranberry Cocktail)**

Tropicana (Cranberry Cocktail) 12 oz OR 15.2 oz

- 12 oz  
 15.2 oz  
 No 12 or 15.2oz  
 ( )

Price tag and soda tax on tag

- No tax mention on price tag
- Yes, tax price written on price tag as add-on, not included in total price listed
- Yes, tax price included in price on price tag (AND identified as add-on)
- Yes, tax price included in price on price tag (NOT identified as add-on)
- Yes, price tag says tax will be added at register (e.g., plus soda tax) but does NOT include add-on price on tag
- Yes, other

Price

\_\_\_\_\_  
(9999 = Not able to obtain price)

Tax add-on

\_\_\_\_\_  
(9999 = Not able to obtain price)

Sale

- Yes
- No

Sale Type

- Reduced price
- Buy #x get #x
- Buy #x for \$priceTOTAL
- Buy #x for \$priceEACH
- Other

Sale Price

\_\_\_\_\_

Buy #xx

\_\_\_\_\_

Get #xx

\_\_\_\_\_

For \$xx.xx

\_\_\_\_\_

Minimum purchase required?

- Yes
- No

**Tropicana 100% Juice (Orange)**

Tropicana 100% Juice (Orange) 12 oz OR 15.2 oz

- 12 oz
- 15.2 oz
- No 12 or 15.2oz
- ( )

Price tag and soda tax on tag

- No tax mention on price tag
- Yes, tax price written on price tag as add-on, not included in total price listed
- Yes, tax price included in price on price tag (AND identified as add-on)
- Yes, tax price included in price on price tag (NOT identified as add-on)
- Yes, price tag says tax will be added at register (e.g., plus soda tax) but does NOT include add-on price on tag
- Yes, other

Price

\_\_\_\_\_  
(9999 = Not able to obtain price)

Tax add-on

\_\_\_\_\_  
(9999 = Not able to obtain price)

Sale  Yes  
 No

Sale Type  Reduced price  
 Buy #x get #x  
 Buy #x for \$priceTOTAL  
 Buy #x for \$priceEACH  
 Other

Sale Price \_\_\_\_\_

Buy #xx \_\_\_\_\_

Get #xx \_\_\_\_\_

For \$xx.xx \_\_\_\_\_

Minimum purchase required?  Yes  
 No

juice time stamp \_\_\_\_\_  
( )

# Kidsdrinks

Business ID - 6mo \_\_\_\_\_

---

---

## Capri Sun Juice

Capri Sun Juice 6 oz

- Yes  
 No  
 ( )

Price tag and soda tax on tag

- No tax mention on price tag  
 Yes, tax price written on price tag as add-on, not included in total price listed  
 Yes, tax price included in price on price tag (AND identified as add-on)  
 Yes, tax price included in price on price tag (NOT identified as add-on)  
 Yes, price tag says tax will be added at register (e.g., plus soda tax) but does NOT include add-on price on tag  
 Yes, other

Price

\_\_\_\_\_  
(9999 = Not able to obtain price)

Tax add-on

\_\_\_\_\_  
(9999 = Not able to obtain price)

Sale

- Yes  
 No

Sale Type

- Reduced price  
 Buy #x get #x  
 Buy #x for \$priceTOTAL  
 Buy #x for \$priceEACH  
 Other

Sale Price

\_\_\_\_\_

Buy #xx

\_\_\_\_\_

Get #xx

\_\_\_\_\_

For \$xx.xx

\_\_\_\_\_

Minimum purchase required?

- Yes  
 No

---

---

## Capri Sun 100% Juice

Capri Sun 100% Juice 6 oz

- Yes  
 No  
 ( )

Price tag and soda tax on tag

- No tax mention on price tag
- Yes, tax price written on price tag as add-on, not included in total price listed
- Yes, tax price included in price on price tag (AND identified as add-on)
- Yes, tax price included in price on price tag (NOT identified as add-on)
- Yes, price tag says tax will be added at register (e.g., plus soda tax) but does NOT include add-on price on tag
- Yes, other

Price

\_\_\_\_\_  
(9999 = Not able to obtain price)

Tax add-on

\_\_\_\_\_  
(9999 = Not able to obtain price)

Sale

- Yes
- No

Sale Type

- Reduced price
- Buy #x get #x
- Buy #x for \$priceTOTAL
- Buy #x for \$priceEACH
- Other

Sale Price

\_\_\_\_\_

Buy #xx

\_\_\_\_\_

Get #xx

\_\_\_\_\_

For \$xx.xx

\_\_\_\_\_

Minimum purchase required?

- Yes
- No

kid drink time stamp

\_\_\_\_\_  
( )

# Water

Business ID - 6mo \_\_\_\_\_

---

---

## Ice Mountain

Ice Mountain, 20 oz, or if not available, 16.9 oz

- 16.9 oz  
 20 oz  
 None  
 ( )

Price tag and soda tax on tag

- No tax mention on price tag  
 Yes, tax price written on price tag as add-on, not included in total price listed  
 Yes, tax price included in price on price tag (AND identified as add-on)  
 Yes, tax price included in price on price tag (NOT identified as add-on)  
 Yes, price tag says tax will be added at register (e.g., plus soda tax) but does NOT include add-on price on tag  
 Yes, other

Price

\_\_\_\_\_  
(9999 = Not able to obtain price)

Tax add-on

\_\_\_\_\_  
(9999 = Not able to obtain price)

Sale

- Yes  
 No

Sale Type

- Reduced price  
 Buy #x get #x  
 Buy #x for \$priceTOTAL  
 Buy #x for \$priceEACH  
 Other

Sale Price

\_\_\_\_\_

Buy #xx

\_\_\_\_\_

Get #xx

\_\_\_\_\_

For \$xx.xx

\_\_\_\_\_

Minimum purchase required?

- Yes  
 No

---



---

**Aquafina Water**

Aquafina Water, 20 oz, or if not available, 16.9 oz

- 16.9 oz  
 20 oz  
 None  
 ( )

Price tag and soda tax on tag

- No tax mention on price tag  
 Yes, tax price written on price tag as add-on, not included in total price listed  
 Yes, tax price included in price on price tag (AND identified as add-on)  
 Yes, tax price included in price on price tag (NOT identified as add-on)  
 Yes, price tag says tax will be added at register (e.g., plus soda tax) but does NOT include add-on price on tag  
 Yes, other

Price

---

 (9999 = Not able to obtain price)

Tax add-on

---

 (9999 = Not able to obtain price)

Sale

- Yes  
 No

Sale Type

- Reduced price  
 Buy #x get #x  
 Buy #x for \$priceTOTAL  
 Buy #x for \$priceEACH  
 Other

Sale Price

---

Buy #xx

---

Get #xx

---

For \$xx.xx

---

Minimum purchase required?

- Yes  
 No

---



---

**Dasani Water**

Dasani Water, 20 oz, or if not available, 16.9 oz

- 16.9 oz  
 20 oz  
 None  
 ( )

Price tag and soda tax on tag

- No tax mention on price tag
- Yes, tax price written on price tag as add-on, not included in total price listed
- Yes, tax price included in price on price tag (AND identified as add-on)
- Yes, tax price included in price on price tag (NOT identified as add-on)
- Yes, price tag says tax will be added at register (e.g., plus soda tax) but does NOT include add-on price on tag
- Yes, other

Price

\_\_\_\_\_  
(9999 = Not able to obtain price)

Tax add-on

\_\_\_\_\_  
(9999 = Not able to obtain price)

Sale

- Yes
- No

Sale Type

- Reduced price
- Buy #x get #x
- Buy #x for \$priceTOTAL
- Buy #x for \$priceEACH
- Other

Sale Price

\_\_\_\_\_

Buy #xx

\_\_\_\_\_

Get #xx

\_\_\_\_\_

For \$xx.xx

\_\_\_\_\_

Minimum purchase required?

- Yes
- No

**LaCroix Sparkling Water**

LaCroix Sparkling Waterr, 12 oz

- Yes
- No
- ( )

Price tag and soda tax on tag

- No tax mention on price tag
- Yes, tax price written on price tag as add-on, not included in total price listed
- Yes, tax price included in price on price tag (AND identified as add-on)
- Yes, tax price included in price on price tag (NOT identified as add-on)
- Yes, price tag says tax will be added at register (e.g., plus soda tax) but does NOT include add-on price on tag
- Yes, other

Price

\_\_\_\_\_  
(9999 = Not able to obtain price)

Tax add-on

\_\_\_\_\_  
(9999 = Not able to obtain price)

Sale  Yes  
 No

Sale Type  Reduced price  
 Buy #x get #x  
 Buy #x for \$priceTOTAL  
 Buy #x for \$priceEACH  
 Other

Sale Price \_\_\_\_\_

Buy #xx \_\_\_\_\_

Get #xx \_\_\_\_\_

For \$xx.xx \_\_\_\_\_

Minimum purchase required?  Yes  
 No

water time stamp \_\_\_\_\_  
( )

# Milk

Business ID - 6mo \_\_\_\_\_

An 8oz carton of milk is the school lunch size of milk box. The Horizon brand of milk boxes are also 8oz.

---

---

**Milk Whole, unflavored (cheapest)**

Milk Whole, unflavored (cheapest), 8 oz

- Yes  
 No  
 ( )

Price tag and soda tax on tag

- No tax mention on price tag  
 Yes, tax price written on price tag as add-on, not included in total price listed  
 Yes, tax price included in price on price tag (AND identified as add-on)  
 Yes, tax price included in price on price tag (NOT identified as add-on)  
 Yes, price tag says tax will be added at register (e.g., plus soda tax) but does NOT include add-on price on tag  
 Yes, other

Price

\_\_\_\_\_  
(9999 = Not able to obtain price)

Tax add-on

\_\_\_\_\_  
(9999 = Not able to obtain price)

Sale

- Yes  
 No

Sale Type

- Reduced price  
 Buy #x get #x  
 Buy #x for \$priceTOTAL  
 Buy #x for \$priceEACH  
 Other

Sale Price

\_\_\_\_\_

Buy #xx

\_\_\_\_\_

Get #xx

\_\_\_\_\_

For \$xx.xx

\_\_\_\_\_

Minimum purchase required?

- Yes  
 No

**Milk 2%, unflavored (cheapest)**

Milk 2%, unflavored (cheapest), 8 oz

- Yes  
 No  
 ( )

Price tag and soda tax on tag

- No tax mention on price tag  
 Yes, tax price written on price tag as add-on, not included in total price listed  
 Yes, tax price included in price on price tag (AND identified as add-on)  
 Yes, tax price included in price on price tag (NOT identified as add-on)  
 Yes, price tag says tax will be added at register (e.g., plus soda tax) but does NOT include add-on price on tag  
 Yes, other

Price

---

 (9999 = Not able to obtain price)

Tax add-on

---

 (9999 = Not able to obtain price)

Sale

- Yes  
 No

Sale Type

- Reduced price  
 Buy #x get #x  
 Buy #x for \$priceTOTAL  
 Buy #x for \$priceEACH  
 Other

Sale Price

---

Buy #xx

---

Get #xx

---

For \$xx.xx

---

Minimum purchase required?

- Yes  
 No

**Milk 1%, unflavored (cheapest)**

Milk 1%, unflavored (cheapest), 8 oz

- Yes  
 No  
 ( )

Price tag and soda tax on tag

- No tax mention on price tag
- Yes, tax price written on price tag as add-on, not included in total price listed
- Yes, tax price included in price on price tag (AND identified as add-on)
- Yes, tax price included in price on price tag (NOT identified as add-on)
- Yes, price tag says tax will be added at register (e.g., plus soda tax) but does NOT include add-on price on tag
- Yes, other

Price

\_\_\_\_\_  
(9999 = Not able to obtain price)

Tax add-on

\_\_\_\_\_  
(9999 = Not able to obtain price)

Sale

- Yes
- No

Sale Type

- Reduced price
- Buy #x get #x
- Buy #x for \$priceTOTAL
- Buy #x for \$priceEACH
- Other

Sale Price

\_\_\_\_\_

Buy #xx

\_\_\_\_\_

Get #xx

\_\_\_\_\_

For \$xx.xx

\_\_\_\_\_

Minimum purchase required?

- Yes
- No

**Milk Skim / Fat-free, unflavored (cheapest)**

Milk Skim / Fat-free, unflavored (cheapest), 8 oz

- Yes
- No
- ( )

Price tag and soda tax on tag

- No tax mention on price tag
- Yes, tax price written on price tag as add-on, not included in total price listed
- Yes, tax price included in price on price tag (AND identified as add-on)
- Yes, tax price included in price on price tag (NOT identified as add-on)
- Yes, price tag says tax will be added at register (e.g., plus soda tax) but does NOT include add-on price on tag
- Yes, other

Price

\_\_\_\_\_  
(9999 = Not able to obtain price)

Tax add-on

\_\_\_\_\_  
(9999 = Not able to obtain price)

Sale  Yes  
 No

Sale Type  Reduced price  
 Buy #x get #x  
 Buy #x for \$priceTOTAL  
 Buy #x for \$priceEACH  
 Other

Sale Price \_\_\_\_\_

Buy #xx \_\_\_\_\_

Get #xx \_\_\_\_\_

For \$xx.xx \_\_\_\_\_

Minimum purchase required?  Yes  
 No

**Chocolate Milk, Any fat (cheapest)**

Chocolate Milk, Any fat (cheapest), 8 oz  Yes  
 No  
 ( )

Price tag and soda tax on tag  No tax mention on price tag  
 Yes, tax price written on price tag as add-on, not included in total price listed  
 Yes, tax price included in price on price tag (AND identified as add-on)  
 Yes, tax price included in price on price tag (NOT identified as add-on)  
 Yes, price tag says tax will be added at register (e.g., plus soda tax) but does NOT include add-on price on tag  
 Yes, other

Price \_\_\_\_\_  
(9999 = Not able to obtain price)

Tax add-on \_\_\_\_\_  
(9999 = Not able to obtain price)

Sale  Yes  
 No

Sale Type  Reduced price  
 Buy #x get #x  
 Buy #x for \$priceTOTAL  
 Buy #x for \$priceEACH  
 Other

Sale Price \_\_\_\_\_

Buy #xx \_\_\_\_\_

Get #xx \_\_\_\_\_

For \$xx.xx \_\_\_\_\_

Minimum purchase required?

Yes

No

milk time stamp

( ) \_\_\_\_\_

# Exteriormarketing

Business ID - 6mo \_\_\_\_\_

Exterior Marketing of Any Beverage  
Count and write down the number of ads that include...

---

---

## Regular Soda

# of regular soda ads on building exterior  
(i.e. Signs on the door, exterior walls) \_\_\_\_\_  
( 00 = None)

# of regular soda ads on property  
(e.g., Signs in the parking lot, on a post, sandwich  
board, billboard) \_\_\_\_\_  
( 00 = None)

---

---

## Diet Soda

# of diet soda ads on building exterior  
(i.e. Signs on the door, exterior walls) \_\_\_\_\_  
( 00 = None)

# of diet soda ads on property  
(e.g., Signs in the parking lot, on a post, sandwich  
board, billboard) \_\_\_\_\_  
( 00 = None)

---

---

## Regular Energy Drinks

# of energy drink ads on building exterior  
(i.e. Signs on the door, exterior walls) \_\_\_\_\_  
( 00 = None)

# of energy drink ads on property  
(e.g., Signs in the parking lot, on a post, sandwich  
board, billboard) \_\_\_\_\_  
( 00 = None)

---

---

## Diet Energy Drinks

# of diet energy drink ads on building exterior  
(i.e. Signs on the door, exterior walls) \_\_\_\_\_  
( 00 = None)

# of diet energy drink ads on property  
(e.g., Signs in the parking lot, on a post, sandwich  
board, billboard) \_\_\_\_\_  
( 00 = None)

---

---

**Regular Sports Drinks**

# of sports drink ads on building exterior  
(i.e. Signs on the door, exterior walls) \_\_\_\_\_  
( 00 = None)

# of sports drink ads on property  
(e.g., Signs in the parking lot, on a post, sandwich  
board, billboard) \_\_\_\_\_  
( 00 = None)

---

---

**Diet Sports Drinks**

# of diet sports drink ads on building exterior  
(i.e. Signs on the door, exterior walls) \_\_\_\_\_  
( 00 = None)

# of diet sports drink ads on property  
(e.g., Signs in the parking lot, on a post, sandwich  
board, billboard) \_\_\_\_\_  
( 00 = None)

---

---

**Juice Drinks**

# of juice ads on building exterior  
(i.e. Signs on the door, exterior walls) \_\_\_\_\_  
( 00 = None)

# of juice ads on property  
(e.g., Signs in the parking lot, on a post, sandwich  
board, billboard) \_\_\_\_\_  
( 00 = None)

---

---

**100% Juice Drinks**

# of 100% juice ads on building exterior  
(i.e. Signs on the door, exterior walls) \_\_\_\_\_  
( 00 = None)

# of 100% juice ads on property  
(e.g., Signs in the parking lot, on a post, sandwich  
board, billboard) \_\_\_\_\_  
( 00 = None)

---

---

**Plain Bottled Water**

# of water ads on building exterior  
(i.e. Signs on the door, exterior walls) \_\_\_\_\_  
( 00 = None)

# of water ads on property  
(e.g., Signs in the parking lot, on a post, sandwich  
board, billboard) \_\_\_\_\_  
( 00 = None)

---

---

**Unflavored Milk**

# of unflavored milk ads on building exterior  
(i.e. Signs on the door, exterior walls) \_\_\_\_\_  
( 00 = None)

# of unflavored milk ads on property  
(e.g., Signs in the parking lot, on a post, sandwich  
board, billboard) \_\_\_\_\_  
( 00 = None)

---

---

**Flavored Milk**

# of flavored milk ads on building exterior  
(i.e. Signs on the door, exterior walls) \_\_\_\_\_  
( 00 = None)

# of flavored milk ads on property  
(e.g., Signs in the parking lot, on a post, sandwich  
board, billboard) \_\_\_\_\_  
( 00 = None)

exterior marketing time stamp \_\_\_\_\_  
( )

**STORE AUDIT SURVEY INSTRUMENTS**  
**iii. GROCERY STORE**

# Data Tracking

Business ID - 6mo

---

Enter Store ID

---

Business Name

---

  
(Type name from your store list. If store name has changed, record new name on your store list.)

Business City

- Seattle  
 Kent  
 Auburn  
 Federal Way  
 ()

Data Collection Date

---

()

Data Collector Name

---

()

Audit Start Time

---

()

Survey Completion Code

- Completed  
 Partially Completed  
 Not Started  
 Not Eligible  
 ()

Survey Disposition Code

- Temporarily not accessible  
 Not safe  
 Asked to leave / Observation not allowed by staff  
 Not accessible for audit ( i.e. only clerk-assisted)  
 Does not meet study criteria (describe in notes)  
 Store closed permanently  
 ()

Did this store receive a \$10 cash incentive?

- Yes  
 No  
 ()

Cash incentive receipt:

Take photo of receipt, upload here

()

Did you use petty cash to purchase an item at this store?

- Yes  
 No  
 ()

How much petty cash did you spend?

---

()

What did you spend the petty cash on?

---

()

Petty cash receipt:

Take photo of receipt, upload here

()

Amount of soda tax add-on on receipt for 20oz Coke in dollars

---

  
(Enter as 4 digits (e.g., 01.29 or 00.29))

Amount of soda tax add-on on receipt for 20oz DIET Coke in dollars

\_\_\_\_\_  
(Enter as 4 digits (e.g., 01.29 or 00.29))

Are there any signs or posters or informational fliers about the soda tax?

- Yes
- No

Soda Tax Sign:

Notes

\_\_\_\_\_

( )

data tracking time stamp

\_\_\_\_\_

( )

# General Checkout

Business ID - 6mo

---

Type of Store

- Superstore (Walmart, Target)  
 Supermarket (Safeway, QFC)  
 Grocery (Red Apple, "mom & pop")  
 Small Store (Chain & non-chain convenience, gas stations, "mom & pop")  
 Drug Store / Pharmacy (Walgreens, Rite-Aid)  
 ( )
- 

Please record any notes about the type of store if needed, or if the store doesn't clearly fit into one of the above categories:

( )

Does the store accept EBT/SNAP?

- Yes  
 No  
 (Ask if unclear)

Does the store accept WIC?

- Yes  
 No  
 (Ask if unclear)

Are there fast food or other individual, ready-to-eat items available (e.g., display cases/refrigerated coolers with salads, pizza, hot dogs, fried chicken, etc.)?

- Yes  
 No  
 ( )

Is 50% or more of the store's inventory beer, wine, and/or liquor?

- Yes  
 No  
 ( )

Does the store sell any tobacco products?

- Yes  
 No  
 ( )

Number of cash registers

- 1  
 2  
 3  
 4  
 5  
 6  
 7  
 8  
 9  
 10 and over  
 ( )

Does the store have parking on-site?

- Yes  
 No  
 ( )

Does the store sell gasoline?

- Yes  
 No  
 ( )

Is there fresh meat available?

- Yes  
 No  
 ( )

Does the store have a:

- Butcher or fresh meat service counter
  - Deli counter
  - Bakery
  - Pharmacy
  - Bank
  - None of the above
- ( )

Are these available at CHECK-OUT:

- Milk, flavored
  - Milk, unflavored
  - Bottled Water, plain
  - Soda, regular
  - Soda, diet
  - Other sweetened beverage
  - None of the above
- ( )

general checkout time stamp

\_\_\_\_\_

( )

# Soda1

Business ID - 6mo \_\_\_\_\_

---

---

**Coca-Cola**

Coca-Cola 7.5 oz

- Yes  
 No  
 ()

Price tag and soda tax on tag

- No tax mention on price tag  
 Yes, tax price written on price tag as add-on, not included in total price listed  
 Yes, tax price included in price on price tag (AND identified as add-on)  
 Yes, tax price included in price on price tag (NOT identified as add-on)  
 Yes, price tag says tax will be added at register (e.g., plus soda tax) but does NOT include add-on price on tag  
 Yes, other

Price

\_\_\_\_\_  
(9999 = Not able to obtain price)

Tax add-on

\_\_\_\_\_  
(9999 = Not able to obtain price)

Sale

- Yes  
 No

Sale Type

- Reduced price  
 Buy #x get #x  
 Buy #x for \$priceTOTAL  
 Buy #x for \$priceEACH  
 Other

Sale Price

\_\_\_\_\_

Buy #xx

\_\_\_\_\_

Get #xx

\_\_\_\_\_

For \$xx.xx

\_\_\_\_\_

Minimum purchase required?

- Yes  
 No

Coca-Cola 12 oz

- Yes  
 No  
 ()

Can be can or bottle, choose cheapest

Price tag and soda tax on tag

- No tax mention on price tag
- Yes, tax price written on price tag as add-on, not included in total price listed
- Yes, tax price included in price on price tag (AND identified as add-on)
- Yes, tax price included in price on price tag (NOT identified as add-on)
- Yes, price tag says tax will be added at register (e.g., plus soda tax) but does NOT include add-on price on tag
- Yes, other

Price

\_\_\_\_\_  
(9999 = Not able to obtain price)

Tax add-on

\_\_\_\_\_  
(9999 = Not able to obtain price)

Sale

- Yes
- No

Sale Type

- Reduced price
- Buy #x get #x
- Buy #x for \$priceTOTAL
- Buy #x for \$priceEACH
- Other

Sale Price

\_\_\_\_\_

Buy #xx

\_\_\_\_\_

Get #xx

\_\_\_\_\_

For \$xx.xx

\_\_\_\_\_

Minimum purchase required?

- Yes
- No

Coca-Cola 16.9 oz

- Yes
- No
- ( )

Price tag and soda tax on tag

- No tax mention on price tag
- Yes, tax price written on price tag as add-on, not included in total price listed
- Yes, tax price included in price on price tag (AND identified as add-on)
- Yes, tax price included in price on price tag (NOT identified as add-on)
- Yes, price tag says tax will be added at register (e.g., plus soda tax) but does NOT include add-on price on tag
- Yes, other

Price

\_\_\_\_\_  
(9999 = Not able to obtain price)

Tax add-on

\_\_\_\_\_  
(9999 = Not able to obtain price)

Sale

- Yes
- No

Sale Type

- Reduced price
- Buy #x get #x
- Buy #x for \$priceTOTAL
- Buy #x for \$priceEACH
- Other

Sale Price

\_\_\_\_\_

Buy #xx

\_\_\_\_\_

Get #xx

\_\_\_\_\_

For \$xx.xx

\_\_\_\_\_

Minimum purchase required?

- Yes
- No

Coca-Cola 20 oz

- Yes
- No
- ( )

Price tag and soda tax on tag

- No tax mention on price tag
- Yes, tax price written on price tag as add-on, not included in total price listed
- Yes, tax price included in price on price tag (AND identified as add-on)
- Yes, tax price included in price on price tag (NOT identified as add-on)
- Yes, price tag says tax will be added at register (e.g., plus soda tax) but does NOT include add-on price on tag
- Yes, other

Price

\_\_\_\_\_  
(9999 = Not able to obtain price)

Tax add-on

\_\_\_\_\_  
(9999 = Not able to obtain price)

Sale

- Yes
- No

Sale Type

- Reduced price
- Buy #x get #x
- Buy #x for \$priceTOTAL
- Buy #x for \$priceEACH
- Other

Sale Price

\_\_\_\_\_

Buy #xx

\_\_\_\_\_

Get #xx

\_\_\_\_\_

For \$xx.xx

\_\_\_\_\_

Minimum purchase required?

- Yes
- No

Coca-Cola 1 Liter

- Yes
- No
- ( )

Price tag and soda tax on tag

- No tax mention on price tag
- Yes, tax price written on price tag as add-on, not included in total price listed
- Yes, tax price included in price on price tag (AND identified as add-on)
- Yes, tax price included in price on price tag (NOT identified as add-on)
- Yes, price tag says tax will be added at register (e.g., plus soda tax) but does NOT include add-on price on tag
- Yes, other

Price

\_\_\_\_\_  
(9999 = Not able to obtain price)

Tax add-on

\_\_\_\_\_  
(9999 = Not able to obtain price)

Sale

- Yes
- No

Sale Type

- Reduced price
- Buy #x get #x
- Buy #x for \$priceTOTAL
- Buy #x for \$priceEACH
- Other

Sale Price

\_\_\_\_\_

Buy #xx

\_\_\_\_\_

Get #xx

\_\_\_\_\_

For \$xx.xx

\_\_\_\_\_

Minimum purchase required?

- Yes
- No

Coca-Cola 1.25 Liter

- Yes
- No
- ( )

Price tag and soda tax on tag

- No tax mention on price tag
- Yes, tax price written on price tag as add-on, not included in total price listed
- Yes, tax price included in price on price tag (AND identified as add-on)
- Yes, tax price included in price on price tag (NOT identified as add-on)
- Yes, price tag says tax will be added at register (e.g., plus soda tax) but does NOT include add-on price on tag
- Yes, other

Price

\_\_\_\_\_  
(9999 = Not able to obtain price)

Tax add-on

\_\_\_\_\_  
(9999 = Not able to obtain price)

Sale

- Yes
- No

Sale Type

- Reduced price
- Buy #x get #x
- Buy #x for \$priceTOTAL
- Buy #x for \$priceEACH
- Other

Sale Price

\_\_\_\_\_

Buy #xx

\_\_\_\_\_

Get #xx

\_\_\_\_\_

For \$xx.xx

\_\_\_\_\_

Minimum purchase required?

- Yes
- No

Coca-Cola 2 Liter

- Yes
- No
- ( )

Price tag and soda tax on tag

- No tax mention on price tag
- Yes, tax price written on price tag as add-on, not included in total price listed
- Yes, tax price included in price on price tag (AND identified as add-on)
- Yes, tax price included in price on price tag (NOT identified as add-on)
- Yes, price tag says tax will be added at register (e.g., plus soda tax) but does NOT include add-on price on tag
- Yes, other

Price

\_\_\_\_\_  
(9999 = Not able to obtain price)

Tax add-on

\_\_\_\_\_  
(9999 = Not able to obtain price)

Sale

- Yes
- No

Sale Type

- Reduced price
- Buy #x get #x
- Buy #x for \$priceTOTAL
- Buy #x for \$priceEACH
- Other

Sale Price

\_\_\_\_\_

Buy #xx

\_\_\_\_\_

Get #xx

\_\_\_\_\_

For \$xx.xx

\_\_\_\_\_

Minimum purchase required?

- Yes
- No

Coca-Cola 6 Pack / 7.5 oz

- Yes
- No
- ( )

Price tag and soda tax on tag

- No tax mention on price tag
- Yes, tax price written on price tag as add-on, not included in total price listed
- Yes, tax price included in price on price tag (AND identified as add-on)
- Yes, tax price included in price on price tag (NOT identified as add-on)
- Yes, price tag says tax will be added at register (e.g., plus soda tax) but does NOT include add-on price on tag
- Yes, other

Price

\_\_\_\_\_  
(9999 = Not able to obtain price)

Tax add-on

\_\_\_\_\_  
(9999 = Not able to obtain price)

Sale

- Yes
- No

Sale Type

- Reduced price
- Buy #x get #x
- Buy #x for \$priceTOTAL
- Buy #x for \$priceEACH
- Other

Sale Price

\_\_\_\_\_

Buy #xx

\_\_\_\_\_

Get #xx

\_\_\_\_\_

For \$xx.xx

\_\_\_\_\_

Minimum purchase required?

- Yes
- No

Coca-Cola 12 Pack / 12 oz

- Yes
- No
- ( )

Price tag and soda tax on tag

- No tax mention on price tag
- Yes, tax price written on price tag as add-on, not included in total price listed
- Yes, tax price included in price on price tag (AND identified as add-on)
- Yes, tax price included in price on price tag (NOT identified as add-on)
- Yes, price tag says tax will be added at register (e.g., plus soda tax) but does NOT include add-on price on tag
- Yes, other

Price

\_\_\_\_\_  
(9999 = Not able to obtain price)

Tax add-on

\_\_\_\_\_  
(9999 = Not able to obtain price)

Sale

- Yes
- No

Sale Type

- Reduced price
- Buy #x get #x
- Buy #x for \$priceTOTAL
- Buy #x for \$priceEACH
- Other

Sale Price

\_\_\_\_\_

Buy #xx

\_\_\_\_\_

Get #xx

\_\_\_\_\_

For \$xx.xx

\_\_\_\_\_

Minimum purchase required?

- Yes
- No

soda1 time stamp

\_\_\_\_\_

( )

# Soda2

Business ID - 6mo \_\_\_\_\_

## Diet Coke

Diet Coke 7.5 oz

- Yes
- No
- ( )

Price tag and soda tax on tag

- No tax mention on price tag
- Yes, tax price written on price tag as add-on, not included in total price listed
- Yes, tax price included in price on price tag (AND identified as add-on)
- Yes, tax price included in price on price tag (NOT identified as add-on)
- Yes, price tag says tax will be added at register (e.g., plus soda tax) but does NOT include add-on price on tag
- Yes, other

Price

\_\_\_\_\_  
(9999 = Not able to obtain price)

Tax add-on

\_\_\_\_\_  
(9999 = Not able to obtain price)

Sale

- Yes
- No

Sale Type

- Reduced price
- Buy #x get #x
- Buy #x for \$priceTOTAL
- Buy #x for \$priceEACH
- Other

Sale Price

\_\_\_\_\_

Buy #xx

\_\_\_\_\_

Get #xx

\_\_\_\_\_

For \$xx.xx

\_\_\_\_\_

Minimum purchase required?

- Yes
- No

Diet Coke 12 oz

- Yes
- No
- ( )

Price tag and soda tax on tag

- No tax mention on price tag
- Yes, tax price written on price tag as add-on, not included in total price listed
- Yes, tax price included in price on price tag (AND identified as add-on)
- Yes, tax price included in price on price tag (NOT identified as add-on)
- Yes, price tag says tax will be added at register (e.g., plus soda tax) but does NOT include add-on price on tag
- Yes, other

Price

\_\_\_\_\_  
(9999 = Not able to obtain price)

Tax add-on

\_\_\_\_\_  
(9999 = Not able to obtain price)

Sale

- Yes
- No

Sale Type

- Reduced price
- Buy #x get #x
- Buy #x for \$priceTOTAL
- Buy #x for \$priceEACH
- Other

Sale Price

\_\_\_\_\_

Buy #xx

\_\_\_\_\_

Get #xx

\_\_\_\_\_

For \$xx.xx

\_\_\_\_\_

Minimum purchase required?

- Yes
- No

Diet Coke 16.9 oz

- Yes
- No
- ( )

Price tag and soda tax on tag

- No tax mention on price tag
- Yes, tax price written on price tag as add-on, not included in total price listed
- Yes, tax price included in price on price tag (AND identified as add-on)
- Yes, tax price included in price on price tag (NOT identified as add-on)
- Yes, price tag says tax will be added at register (e.g., plus soda tax) but does NOT include add-on price on tag
- Yes, other

Price

\_\_\_\_\_  
(9999 = Not able to obtain price)

Tax add-on

\_\_\_\_\_  
(9999 = Not able to obtain price)

Sale

- Yes
- No

Sale Type

- Reduced price
- Buy #x get #x
- Buy #x for \$priceTOTAL
- Buy #x for \$priceEACH
- Other

Sale Price

\_\_\_\_\_

Buy #xx

\_\_\_\_\_

Get #xx

\_\_\_\_\_

For \$xx.xx

\_\_\_\_\_

Minimum purchase required?

- Yes
- No

Diet Coke 20 oz

- Yes
- No
- ( )

Price tag and soda tax on tag

- No tax mention on price tag
- Yes, tax price written on price tag as add-on, not included in total price listed
- Yes, tax price included in price on price tag (AND identified as add-on)
- Yes, tax price included in price on price tag (NOT identified as add-on)
- Yes, price tag says tax will be added at register (e.g., plus soda tax) but does NOT include add-on price on tag
- Yes, other

Price

\_\_\_\_\_  
(9999 = Not able to obtain price)

Tax add-on

\_\_\_\_\_  
(9999 = Not able to obtain price)

Sale

- Yes
- No

Sale Type

- Reduced price
- Buy #x get #x
- Buy #x for \$priceTOTAL
- Buy #x for \$priceEACH
- Other

Sale Price

\_\_\_\_\_

Buy #xx

\_\_\_\_\_

Get #xx

\_\_\_\_\_

For \$xx.xx

\_\_\_\_\_

Minimum purchase required?

- Yes
- No

Diet Coke 1 Liter

- Yes
- No
- ( )

Price tag and soda tax on tag

- No tax mention on price tag
- Yes, tax price written on price tag as add-on, not included in total price listed
- Yes, tax price included in price on price tag (AND identified as add-on)
- Yes, tax price included in price on price tag (NOT identified as add-on)
- Yes, price tag says tax will be added at register (e.g., plus soda tax) but does NOT include add-on price on tag
- Yes, other

Price

\_\_\_\_\_  
(9999 = Not able to obtain price)

Tax add-on

\_\_\_\_\_  
(9999 = Not able to obtain price)

Sale

- Yes
- No

Sale Type

- Reduced price
- Buy #x get #x
- Buy #x for \$priceTOTAL
- Buy #x for \$priceEACH
- Other

Sale Price

\_\_\_\_\_

Buy #xx

\_\_\_\_\_

Get #xx

\_\_\_\_\_

For \$xx.xx

\_\_\_\_\_

Minimum purchase required?

- Yes
- No

Diet Coke 1.25 Liter

- Yes
- No
- ( )

Price tag and soda tax on tag

- No tax mention on price tag
- Yes, tax price written on price tag as add-on, not included in total price listed
- Yes, tax price included in price on price tag (AND identified as add-on)
- Yes, tax price included in price on price tag (NOT identified as add-on)
- Yes, price tag says tax will be added at register (e.g., plus soda tax) but does NOT include add-on price on tag
- Yes, other

Price

\_\_\_\_\_  
(9999 = Not able to obtain price)

Tax add-on

\_\_\_\_\_  
(9999 = Not able to obtain price)

Sale

- Yes
- No

Sale Type

- Reduced price
- Buy #x get #x
- Buy #x for \$priceTOTAL
- Buy #x for \$priceEACH
- Other

Sale Price

\_\_\_\_\_

Buy #xx

\_\_\_\_\_

Get #xx

\_\_\_\_\_

For \$xx.xx

\_\_\_\_\_

Minimum purchase required?

- Yes
- No

Diet Coke 2 Liter

- Yes
- No
- ( )

Price tag and soda tax on tag

- No tax mention on price tag
- Yes, tax price written on price tag as add-on, not included in total price listed
- Yes, tax price included in price on price tag (AND identified as add-on)
- Yes, tax price included in price on price tag (NOT identified as add-on)
- Yes, price tag says tax will be added at register (e.g., plus soda tax) but does NOT include add-on price on tag
- Yes, other

Price

\_\_\_\_\_  
(9999 = Not able to obtain price)

Tax add-on

\_\_\_\_\_  
(9999 = Not able to obtain price)

Sale

- Yes
- No

Sale Type

- Reduced price
- Buy #x get #x
- Buy #x for \$priceTOTAL
- Buy #x for \$priceEACH
- Other

Sale Price

\_\_\_\_\_

Buy #xx

\_\_\_\_\_

Get #xx

\_\_\_\_\_

For \$xx.xx

\_\_\_\_\_

Minimum purchase required?

- Yes
- No

Diet Coke 6 Pack / 7.5 oz

- Yes
- No
- ( )

Price tag and soda tax on tag

- No tax mention on price tag
- Yes, tax price written on price tag as add-on, not included in total price listed
- Yes, tax price included in price on price tag (AND identified as add-on)
- Yes, tax price included in price on price tag (NOT identified as add-on)
- Yes, price tag says tax will be added at register (e.g., plus soda tax) but does NOT include add-on price on tag
- Yes, other

Price

\_\_\_\_\_  
(9999 = Not able to obtain price)

Tax add-on

\_\_\_\_\_  
(9999 = Not able to obtain price)

Sale

- Yes
- No

Sale Type

- Reduced price
- Buy #x get #x
- Buy #x for \$priceTOTAL
- Buy #x for \$priceEACH
- Other

Sale Price

\_\_\_\_\_

Buy #xx

\_\_\_\_\_

Get #xx

\_\_\_\_\_

For \$xx.xx

\_\_\_\_\_

Minimum purchase required?

- Yes
- No

Diet Coke 12 Pack / 12 oz

- Yes
- No
- ( )

Price tag and soda tax on tag

- No tax mention on price tag
- Yes, tax price written on price tag as add-on, not included in total price listed
- Yes, tax price included in price on price tag (AND identified as add-on)
- Yes, tax price included in price on price tag (NOT identified as add-on)
- Yes, price tag says tax will be added at register (e.g., plus soda tax) but does NOT include add-on price on tag
- Yes, other

Price

\_\_\_\_\_  
(9999 = Not able to obtain price)

Tax add-on

\_\_\_\_\_  
(9999 = Not able to obtain price)

Sale

- Yes
- No

Sale Type  Reduced price  
 Buy #x get #x  
 Buy #x for \$priceTOTAL  
 Buy #x for \$priceEACH  
 Other

Sale Price \_\_\_\_\_

Buy #xx \_\_\_\_\_

Get #xx \_\_\_\_\_

For \$xx.xx \_\_\_\_\_

Minimum purchase required?  Yes  
 No

**Coke Zero**

Coke Zero 7.5 oz  Yes  
 No  
 ( )

Price tag and soda tax on tag  No tax mention on price tag  
 Yes, tax price written on price tag as add-on, not included in total price listed  
 Yes, tax price included in price on price tag (AND identified as add-on)  
 Yes, tax price included in price on price tag (NOT identified as add-on)  
 Yes, price tag says tax will be added at register (e.g., plus soda tax) but does NOT include add-on price on tag  
 Yes, other

Price \_\_\_\_\_  
(9999 = Not able to obtain price)

Tax add-on \_\_\_\_\_  
(9999 = Not able to obtain price)

Sale  Yes  
 No

Sale Type  Reduced price  
 Buy #x get #x  
 Buy #x for \$priceTOTAL  
 Buy #x for \$priceEACH  
 Other

Sale Price \_\_\_\_\_

Buy #xx \_\_\_\_\_

Get #xx \_\_\_\_\_

For \$xx.xx \_\_\_\_\_

Minimum purchase required?  Yes  
 No

Coke Zero 12 oz

- Yes
- No
- ( )

Price tag and soda tax on tag

- No tax mention on price tag
- Yes, tax price written on price tag as add-on, not included in total price listed
- Yes, tax price included in price on price tag (AND identified as add-on)
- Yes, tax price included in price on price tag (NOT identified as add-on)
- Yes, price tag says tax will be added at register (e.g., plus soda tax) but does NOT include add-on price on tag
- Yes, other

Price

\_\_\_\_\_  
(9999 = Not able to obtain price)

Tax add-on

\_\_\_\_\_  
(9999 = Not able to obtain price)

Sale

- Yes
- No

Sale Type

- Reduced price
- Buy #x get #x
- Buy #x for \$priceTOTAL
- Buy #x for \$priceEACH
- Other

Sale Price

\_\_\_\_\_

Buy #xx

\_\_\_\_\_

Get #xx

\_\_\_\_\_

For \$xx.xx

\_\_\_\_\_

Minimum purchase required?

- Yes
- No

Coke Zero 16.9 oz

- Yes
- No
- ( )

Price tag and soda tax on tag

- No tax mention on price tag
- Yes, tax price written on price tag as add-on, not included in total price listed
- Yes, tax price included in price on price tag (AND identified as add-on)
- Yes, tax price included in price on price tag (NOT identified as add-on)
- Yes, price tag says tax will be added at register (e.g., plus soda tax) but does NOT include add-on price on tag
- Yes, other

Price

\_\_\_\_\_  
(9999 = Not able to obtain price)

Tax add-on

\_\_\_\_\_  
(9999 = Not able to obtain price)

Sale  Yes  No

Sale Type  Reduced price  Buy #x get #x  Buy #x for \$priceTOTAL  Buy #x for \$priceEACH  Other

Sale Price \_\_\_\_\_

Buy #xx \_\_\_\_\_

Get #xx \_\_\_\_\_

For \$xx.xx \_\_\_\_\_

Minimum purchase required?  Yes  No

Coke Zero 20 oz  Yes  No  ( )

Price tag and soda tax on tag  No tax mention on price tag  Yes, tax price written on price tag as add-on, not included in total price listed  Yes, tax price included in price on price tag (AND identified as add-on)  Yes, tax price included in price on price tag (NOT identified as add-on)  Yes, price tag says tax will be added at register (e.g., plus soda tax) but does NOT include add-on price on tag  Yes, other

Price \_\_\_\_\_ (9999 = Not able to obtain price)

Tax add-on \_\_\_\_\_ (9999 = Not able to obtain price)

Sale  Yes  No

Sale Type  Reduced price  Buy #x get #x  Buy #x for \$priceTOTAL  Buy #x for \$priceEACH  Other

Sale Price \_\_\_\_\_

Buy #xx \_\_\_\_\_

Get #xx \_\_\_\_\_

For \$xx.xx \_\_\_\_\_

Minimum purchase required?  Yes  No

Coke Zero 1 Liter

- Yes
- No
- ( )

Price tag and soda tax on tag

- No tax mention on price tag
- Yes, tax price written on price tag as add-on, not included in total price listed
- Yes, tax price included in price on price tag (AND identified as add-on)
- Yes, tax price included in price on price tag (NOT identified as add-on)
- Yes, price tag says tax will be added at register (e.g., plus soda tax) but does NOT include add-on price on tag
- Yes, other

Price

\_\_\_\_\_  
(9999 = Not able to obtain price)

Tax add-on

\_\_\_\_\_  
(9999 = Not able to obtain price)

Sale

- Yes
- No

Sale Type

- Reduced price
- Buy #x get #x
- Buy #x for \$priceTOTAL
- Buy #x for \$priceEACH
- Other

Sale Price

\_\_\_\_\_

Buy #xx

\_\_\_\_\_

Get #xx

\_\_\_\_\_

For \$xx.xx

\_\_\_\_\_

Minimum purchase required?

- Yes
- No

Coke Zero 1.25 Liter

- Yes
- No
- ( )

Price tag and soda tax on tag

- No tax mention on price tag
- Yes, tax price written on price tag as add-on, not included in total price listed
- Yes, tax price included in price on price tag (AND identified as add-on)
- Yes, tax price included in price on price tag (NOT identified as add-on)
- Yes, price tag says tax will be added at register (e.g., plus soda tax) but does NOT include add-on price on tag
- Yes, other

Price

\_\_\_\_\_  
(9999 = Not able to obtain price)

Tax add-on

\_\_\_\_\_  
(9999 = Not able to obtain price)

Sale  Yes  No

Sale Type  Reduced price  Buy #x get #x  Buy #x for \$priceTOTAL  Buy #x for \$priceEACH  Other

Sale Price \_\_\_\_\_

Buy #xx \_\_\_\_\_

Get #xx \_\_\_\_\_

For \$xx.xx \_\_\_\_\_

Minimum purchase required?  Yes  No

Coke Zero 2 Liter  Yes  No  ( )

Price tag and soda tax on tag  No tax mention on price tag  Yes, tax price written on price tag as add-on, not included in total price listed  Yes, tax price included in price on price tag (AND identified as add-on)  Yes, tax price included in price on price tag (NOT identified as add-on)  Yes, price tag says tax will be added at register (e.g., plus soda tax) but does NOT include add-on price on tag  Yes, other

Price \_\_\_\_\_ (9999 = Not able to obtain price)

Tax add-on \_\_\_\_\_ (9999 = Not able to obtain price)

Sale  Yes  No

Sale Type  Reduced price  Buy #x get #x  Buy #x for \$priceTOTAL  Buy #x for \$priceEACH  Other

Sale Price \_\_\_\_\_

Buy #xx \_\_\_\_\_

Get #xx \_\_\_\_\_

For \$xx.xx \_\_\_\_\_

Minimum purchase required?  Yes  No

Coke Zero 6 Pack / 7.5 oz

- Yes
- No
- ( )

Price tag and soda tax on tag

- No tax mention on price tag
- Yes, tax price written on price tag as add-on, not included in total price listed
- Yes, tax price included in price on price tag (AND identified as add-on)
- Yes, tax price included in price on price tag (NOT identified as add-on)
- Yes, price tag says tax will be added at register (e.g., plus soda tax) but does NOT include add-on price on tag
- Yes, other

Price

\_\_\_\_\_  
(9999 = Not able to obtain price)

Tax add-on

\_\_\_\_\_  
(9999 = Not able to obtain price)

Sale

- Yes
- No

Sale Type

- Reduced price
- Buy #x get #x
- Buy #x for \$priceTOTAL
- Buy #x for \$priceEACH
- Other

Sale Price

\_\_\_\_\_

Buy #xx

\_\_\_\_\_

Get #xx

\_\_\_\_\_

For \$xx.xx

\_\_\_\_\_

Minimum purchase required?

- Yes
- No

Coke Zero 12 Pack / 12 oz

- Yes
- No
- ( )

Price tag and soda tax on tag

- No tax mention on price tag
- Yes, tax price written on price tag as add-on, not included in total price listed
- Yes, tax price included in price on price tag (AND identified as add-on)
- Yes, tax price included in price on price tag (NOT identified as add-on)
- Yes, price tag says tax will be added at register (e.g., plus soda tax) but does NOT include add-on price on tag
- Yes, other

Price

\_\_\_\_\_  
(9999 = Not able to obtain price)

Tax add-on

\_\_\_\_\_  
(9999 = Not able to obtain price)

Sale  Yes  
 No

Sale Type  Reduced price  
 Buy #x get #x  
 Buy #x for \$priceTOTAL  
 Buy #x for \$priceEACH  
 Other

Sale Price \_\_\_\_\_

Buy #xx \_\_\_\_\_

Get #xx \_\_\_\_\_

For \$xx.xx \_\_\_\_\_

Minimum purchase required?  Yes  
 No

soda2 time stamp \_\_\_\_\_  
( )

# Soda3

Business ID - 6mo \_\_\_\_\_

---

---

## Fanta Orange

Fanta Orange 12 oz

- Yes  
 No

Can be can or bottle, choose cheapest

 ( )

Price tag and soda tax on tag

- No tax mention on price tag  
 Yes, tax price written on price tag as add-on, not included in total price listed  
 Yes, tax price included in price on price tag (AND identified as add-on)  
 Yes, tax price included in price on price tag (NOT identified as add-on)  
 Yes, price tag says tax will be added at register (e.g., plus soda tax) but does NOT include add-on price on tag  
 Yes, other

Price

\_\_\_\_\_  
(9999 = Not able to obtain price)

Tax add-on

\_\_\_\_\_  
(9999 = Not able to obtain price)

Sale

- Yes  
 No

Sale Type

- Reduced price  
 Buy #x get #x  
 Buy #x for \$priceTOTAL  
 Buy #x for \$priceEACH  
 Other

Sale Price

\_\_\_\_\_

Buy #xx

\_\_\_\_\_

Get #xx

\_\_\_\_\_

For \$xx.xx

\_\_\_\_\_

Minimum purchase required?

- Yes  
 No

Fanta Orange 2 Liter

- Yes  
 No  
 ( )

Price tag and soda tax on tag

- No tax mention on price tag
- Yes, tax price written on price tag as add-on, not included in total price listed
- Yes, tax price included in price on price tag (AND identified as add-on)
- Yes, tax price included in price on price tag (NOT identified as add-on)
- Yes, price tag says tax will be added at register (e.g., plus soda tax) but does NOT include add-on price on tag
- Yes, other

Price

\_\_\_\_\_  
(9999 = Not able to obtain price)

Tax add-on

\_\_\_\_\_  
(9999 = Not able to obtain price)

Sale

- Yes
- No

Sale Type

- Reduced price
- Buy #x get #x
- Buy #x for \$priceTOTAL
- Buy #x for \$priceEACH
- Other

Sale Price

\_\_\_\_\_

Buy #xx

\_\_\_\_\_

Get #xx

\_\_\_\_\_

For \$xx.xx

\_\_\_\_\_

Minimum purchase required?

- Yes
- No

**Pepsi**

Pepsi 12 oz

- Yes
- No
- ( )

Price tag and soda tax on tag

- No tax mention on price tag
- Yes, tax price written on price tag as add-on, not included in total price listed
- Yes, tax price included in price on price tag (AND identified as add-on)
- Yes, tax price included in price on price tag (NOT identified as add-on)
- Yes, price tag says tax will be added at register (e.g., plus soda tax) but does NOT include add-on price on tag
- Yes, other

Price

\_\_\_\_\_  
(9999 = Not able to obtain price)

Tax add-on

\_\_\_\_\_  
(9999 = Not able to obtain price)

Sale  Yes  No

Sale Type  Reduced price  Buy #x get #x  Buy #x for \$priceTOTAL  Buy #x for \$priceEACH  Other

Sale Price \_\_\_\_\_

Buy #xx \_\_\_\_\_

Get #xx \_\_\_\_\_

For \$xx.xx \_\_\_\_\_

Minimum purchase required?  Yes  No

Pepsi 20 oz  Yes  No  ( )

Price tag and soda tax on tag  No tax mention on price tag  Yes, tax price written on price tag as add-on, not included in total price listed  Yes, tax price included in price on price tag (AND identified as add-on)  Yes, tax price included in price on price tag (NOT identified as add-on)  Yes, price tag says tax will be added at register (e.g., plus soda tax) but does NOT include add-on price on tag  Yes, other

Price \_\_\_\_\_ (9999 = Not able to obtain price)

Tax add-on \_\_\_\_\_ (9999 = Not able to obtain price)

Sale  Yes  No

Sale Type  Reduced price  Buy #x get #x  Buy #x for \$priceTOTAL  Buy #x for \$priceEACH  Other

Sale Price \_\_\_\_\_

Buy #xx \_\_\_\_\_

Get #xx \_\_\_\_\_

For \$xx.xx \_\_\_\_\_

Minimum purchase required?  Yes  No

Pepsi 1.25 Liter

- Yes
- No
- ( )

Price tag and soda tax on tag

- No tax mention on price tag
- Yes, tax price written on price tag as add-on, not included in total price listed
- Yes, tax price included in price on price tag (AND identified as add-on)
- Yes, tax price included in price on price tag (NOT identified as add-on)
- Yes, price tag says tax will be added at register (e.g., plus soda tax) but does NOT include add-on price on tag
- Yes, other

Price

\_\_\_\_\_  
(9999 = Not able to obtain price)

Tax add-on

\_\_\_\_\_  
(9999 = Not able to obtain price)

Sale

- Yes
- No

Sale Type

- Reduced price
- Buy #x get #x
- Buy #x for \$priceTOTAL
- Buy #x for \$priceEACH
- Other

Sale Price

\_\_\_\_\_

Buy #xx

\_\_\_\_\_

Get #xx

\_\_\_\_\_

For \$xx.xx

\_\_\_\_\_

Minimum purchase required?

- Yes
- No

Pepsi 2 Liter

- Yes
- No
- ( )

Price tag and soda tax on tag

- No tax mention on price tag
- Yes, tax price written on price tag as add-on, not included in total price listed
- Yes, tax price included in price on price tag (AND identified as add-on)
- Yes, tax price included in price on price tag (NOT identified as add-on)
- Yes, price tag says tax will be added at register (e.g., plus soda tax) but does NOT include add-on price on tag
- Yes, other

Price

\_\_\_\_\_  
(9999 = Not able to obtain price)

Tax add-on

\_\_\_\_\_  
(9999 = Not able to obtain price)

Sale  Yes  No

Sale Type  Reduced price  Buy #x get #x  Buy #x for \$priceTOTAL  Buy #x for \$priceEACH  Other

Sale Price \_\_\_\_\_

Buy #xx \_\_\_\_\_

Get #xx \_\_\_\_\_

For \$xx.xx \_\_\_\_\_

Minimum purchase required?  Yes  No

Pepsi 12 Pack / 12 oz  Yes  No  ( )

Price tag and soda tax on tag  No tax mention on price tag  Yes, tax price written on price tag as add-on, not included in total price listed  Yes, tax price included in price on price tag (AND identified as add-on)  Yes, tax price included in price on price tag (NOT identified as add-on)  Yes, price tag says tax will be added at register (e.g., plus soda tax) but does NOT include add-on price on tag  Yes, other

Price \_\_\_\_\_ (9999 = Not able to obtain price)

Tax add-on \_\_\_\_\_ (9999 = Not able to obtain price)

Sale  Yes  No

Sale Type  Reduced price  Buy #x get #x  Buy #x for \$priceTOTAL  Buy #x for \$priceEACH  Other

Sale Price \_\_\_\_\_

Buy #xx \_\_\_\_\_

Get #xx \_\_\_\_\_

For \$xx.xx \_\_\_\_\_

Minimum purchase required?  Yes  No

**Diet Pepsi**

Diet Pepsi 12 oz

- Yes  
 No  
 ( )

Price tag and soda tax on tag

- No tax mention on price tag  
 Yes, tax price written on price tag as add-on, not included in total price listed  
 Yes, tax price included in price on price tag (AND identified as add-on)  
 Yes, tax price included in price on price tag (NOT identified as add-on)  
 Yes, price tag says tax will be added at register (e.g., plus soda tax) but does NOT include add-on price on tag  
 Yes, other

Price

---

 (9999 = Not able to obtain price)

Tax add-on

---

 (9999 = Not able to obtain price)

Sale

- Yes  
 No

Sale Type

- Reduced price  
 Buy #x get #x  
 Buy #x for \$priceTOTAL  
 Buy #x for \$priceEACH  
 Other

Sale Price

---

Buy #xx

---

Get #xx

---

For \$xx.xx

---

Minimum purchase required?

- Yes  
 No

Diet Pepsi 20 oz

- Yes  
 No  
 ( )

Price tag and soda tax on tag

- No tax mention on price tag  
 Yes, tax price written on price tag as add-on, not included in total price listed  
 Yes, tax price included in price on price tag (AND identified as add-on)  
 Yes, tax price included in price on price tag (NOT identified as add-on)  
 Yes, price tag says tax will be added at register (e.g., plus soda tax) but does NOT include add-on price on tag  
 Yes, other

Price

---

 (9999 = Not able to obtain price)

Tax add-on \_\_\_\_\_  
(9999 = Not able to obtain price)

Sale  Yes  
 No

Sale Type  Reduced price  
 Buy #x get #x  
 Buy #x for \$priceTOTAL  
 Buy #x for \$priceEACH  
 Other

Sale Price \_\_\_\_\_

Buy #xx \_\_\_\_\_

Get #xx \_\_\_\_\_

For \$xx.xx \_\_\_\_\_

Minimum purchase required?  Yes  
 No

Diet Pepsi 1.25 Liter  Yes  
 No  
( )

Price tag and soda tax on tag  No tax mention on price tag  
 Yes, tax price written on price tag as add-on, not included in total price listed  
 Yes, tax price included in price on price tag (AND identified as add-on)  
 Yes, tax price included in price on price tag (NOT identified as add-on)  
 Yes, price tag says tax will be added at register (e.g., plus soda tax) but does NOT include add-on price on tag  
 Yes, other

Price \_\_\_\_\_  
(9999 = Not able to obtain price)

Tax add-on \_\_\_\_\_  
(9999 = Not able to obtain price)

Sale  Yes  
 No

Sale Type  Reduced price  
 Buy #x get #x  
 Buy #x for \$priceTOTAL  
 Buy #x for \$priceEACH  
 Other

Sale Price \_\_\_\_\_

Buy #xx \_\_\_\_\_

Get #xx \_\_\_\_\_

For \$xx.xx \_\_\_\_\_

Minimum purchase required?  Yes  
 No

Diet Pepsi 2 Liter

- Yes
- No
- ( )

Price tag and soda tax on tag

- No tax mention on price tag
- Yes, tax price written on price tag as add-on, not included in total price listed
- Yes, tax price included in price on price tag (AND identified as add-on)
- Yes, tax price included in price on price tag (NOT identified as add-on)
- Yes, price tag says tax will be added at register (e.g., plus soda tax) but does NOT include add-on price on tag
- Yes, other

Price

\_\_\_\_\_  
(9999 = Not able to obtain price)

Tax add-on

\_\_\_\_\_  
(9999 = Not able to obtain price)

Sale

- Yes
- No

Sale Type

- Reduced price
- Buy #x get #x
- Buy #x for \$priceTOTAL
- Buy #x for \$priceEACH
- Other

Sale Price

\_\_\_\_\_

Buy #xx

\_\_\_\_\_

Get #xx

\_\_\_\_\_

For \$xx.xx

\_\_\_\_\_

Minimum purchase required?

- Yes
- No

Diet Pepsi 12 Pack / 12 oz

- Yes
- No
- ( )

Price tag and soda tax on tag

- No tax mention on price tag
- Yes, tax price written on price tag as add-on, not included in total price listed
- Yes, tax price included in price on price tag (AND identified as add-on)
- Yes, tax price included in price on price tag (NOT identified as add-on)
- Yes, price tag says tax will be added at register (e.g., plus soda tax) but does NOT include add-on price on tag
- Yes, other

Price

\_\_\_\_\_  
(9999 = Not able to obtain price)

Tax add-on

\_\_\_\_\_  
(9999 = Not able to obtain price)

Sale	<input type="radio"/> Yes <input type="radio"/> No
Sale Type	<input type="radio"/> Reduced price <input type="radio"/> Buy #x get #x <input type="radio"/> Buy #x for \$priceTOTAL <input type="radio"/> Buy #x for \$priceEACH <input type="radio"/> Other
Sale Price	_____
Buy #xx	_____
Get #xx	_____
For \$xx.xx	_____
Minimum purchase required?	<input type="radio"/> Yes <input type="radio"/> No
soda3 time stamp	_____ ( )

**Soda4**

Business ID - 6mo \_\_\_\_\_

**Mountain Dew**

Mountain Dew 12 oz

- Yes  
 No  
 ( )

Price tag and soda tax on tag

- No tax mention on price tag  
 Yes, tax price written on price tag as add-on, not included in total price listed  
 Yes, tax price included in price on price tag (AND identified as add-on)  
 Yes, tax price included in price on price tag (NOT identified as add-on)  
 Yes, price tag says tax will be added at register (e.g., plus soda tax) but does NOT include add-on price on tag  
 Yes, other

Price

\_\_\_\_\_  
(9999 = Not able to obtain price)

Tax add-on

\_\_\_\_\_  
(9999 = Not able to obtain price)

Sale

- Yes  
 No

Sale Type

- Reduced price  
 Buy #x get #x  
 Buy #x for \$priceTOTAL  
 Buy #x for \$priceEACH  
 Other

Sale Price

\_\_\_\_\_

Buy #xx

\_\_\_\_\_

Get #xx

\_\_\_\_\_

For \$xx.xx

\_\_\_\_\_

Minimum purchase required?

- Yes  
 No

Mountain Dew 2 Liter

- Yes  
 No  
 ( )

Price tag and soda tax on tag

- No tax mention on price tag
- Yes, tax price written on price tag as add-on, not included in total price listed
- Yes, tax price included in price on price tag (AND identified as add-on)
- Yes, tax price included in price on price tag (NOT identified as add-on)
- Yes, price tag says tax will be added at register (e.g., plus soda tax) but does NOT include add-on price on tag
- Yes, other

Price

\_\_\_\_\_  
(9999 = Not able to obtain price)

Tax add-on

\_\_\_\_\_  
(9999 = Not able to obtain price)

Sale

- Yes
- No

Sale Type

- Reduced price
- Buy #x get #x
- Buy #x for \$priceTOTAL
- Buy #x for \$priceEACH
- Other

Sale Price

\_\_\_\_\_

Buy #xx

\_\_\_\_\_

Get #xx

\_\_\_\_\_

For \$xx.xx

\_\_\_\_\_

Minimum purchase required?

- Yes
- No

**Diet Mountain Dew**

Diet Mountain Dew 12 oz

- Yes
- No
- ( )

Price tag and soda tax on tag

- No tax mention on price tag
- Yes, tax price written on price tag as add-on, not included in total price listed
- Yes, tax price included in price on price tag (AND identified as add-on)
- Yes, tax price included in price on price tag (NOT identified as add-on)
- Yes, price tag says tax will be added at register (e.g., plus soda tax) but does NOT include add-on price on tag
- Yes, other

Price

\_\_\_\_\_  
(9999 = Not able to obtain price)

Tax add-on

\_\_\_\_\_  
(9999 = Not able to obtain price)

Sale  Yes  No

Sale Type  Reduced price  Buy #x get #x  Buy #x for \$priceTOTAL  Buy #x for \$priceEACH  Other

Sale Price \_\_\_\_\_

Buy #xx \_\_\_\_\_

Get #xx \_\_\_\_\_

For \$xx.xx \_\_\_\_\_

Minimum purchase required?  Yes  No

Diet Mountain Dew 2 Liter  Yes  No  ( )

Price tag and soda tax on tag  No tax mention on price tag  Yes, tax price written on price tag as add-on, not included in total price listed  Yes, tax price included in price on price tag (AND identified as add-on)  Yes, tax price included in price on price tag (NOT identified as add-on)  Yes, price tag says tax will be added at register (e.g., plus soda tax) but does NOT include add-on price on tag  Yes, other

Price \_\_\_\_\_ (9999 = Not able to obtain price)

Tax add-on \_\_\_\_\_ (9999 = Not able to obtain price)

Sale  Yes  No

Sale Type  Reduced price  Buy #x get #x  Buy #x for \$priceTOTAL  Buy #x for \$priceEACH  Other

Sale Price \_\_\_\_\_

Buy #xx \_\_\_\_\_

Get #xx \_\_\_\_\_

For \$xx.xx \_\_\_\_\_

Minimum purchase required?  Yes  No

**Dr. Pepper**

Dr. Pepper 12 oz

- Yes
- No
- ( )

Price tag and soda tax on tag

- No tax mention on price tag
- Yes, tax price written on price tag as add-on, not included in total price listed
- Yes, tax price included in price on price tag (AND identified as add-on)
- Yes, tax price included in price on price tag (NOT identified as add-on)
- Yes, price tag says tax will be added at register (e.g., plus soda tax) but does NOT include add-on price on tag
- Yes, other

Price

\_\_\_\_\_  
(9999 = Not able to obtain price)

Tax add-on

\_\_\_\_\_  
(9999 = Not able to obtain price)

Sale

- Yes
- No

Sale Type

- Reduced price
- Buy #x get #x
- Buy #x for \$priceTOTAL
- Buy #x for \$priceEACH
- Other

Sale Price

\_\_\_\_\_

Buy #xx

\_\_\_\_\_

Get #xx

\_\_\_\_\_

For \$xx.xx

\_\_\_\_\_

Minimum purchase required?

- Yes
- No

Dr. Pepper 20 oz

- Yes
- No
- ( )

Price tag and soda tax on tag

- No tax mention on price tag
- Yes, tax price written on price tag as add-on, not included in total price listed
- Yes, tax price included in price on price tag (AND identified as add-on)
- Yes, tax price included in price on price tag (NOT identified as add-on)
- Yes, price tag says tax will be added at register (e.g., plus soda tax) but does NOT include add-on price on tag
- Yes, other

Price

\_\_\_\_\_  
(9999 = Not able to obtain price)

Tax add-on \_\_\_\_\_  
 (9999 = Not able to obtain price)

Sale  Yes  
 No

Sale Type  Reduced price  
 Buy #x get #x  
 Buy #x for \$priceTOTAL  
 Buy #x for \$priceEACH  
 Other

Sale Price \_\_\_\_\_

Buy #xx \_\_\_\_\_

Get #xx \_\_\_\_\_

For \$xx.xx \_\_\_\_\_

Minimum purchase required?  Yes  
 No

Dr. Pepper 2 Liter  Yes  
 No  
 ( )

Price tag and soda tax on tag  No tax mention on price tag  
 Yes, tax price written on price tag as add-on, not included in total price listed  
 Yes, tax price included in price on price tag (AND identified as add-on)  
 Yes, tax price included in price on price tag (NOT identified as add-on)  
 Yes, price tag says tax will be added at register (e.g., plus soda tax) but does NOT include add-on price on tag  
 Yes, other

Price \_\_\_\_\_  
 (9999 = Not able to obtain price)

Tax add-on \_\_\_\_\_  
 (9999 = Not able to obtain price)

Sale  Yes  
 No

Sale Type  Reduced price  
 Buy #x get #x  
 Buy #x for \$priceTOTAL  
 Buy #x for \$priceEACH  
 Other

Sale Price \_\_\_\_\_

Buy #xx \_\_\_\_\_

Get #xx \_\_\_\_\_

For \$xx.xx \_\_\_\_\_

Minimum purchase required?  Yes  
 No

Dr. Pepper 12 Pack / 12 oz

- Yes
- No
- ( )

Price tag and soda tax on tag

- No tax mention on price tag
- Yes, tax price written on price tag as add-on, not included in total price listed
- Yes, tax price included in price on price tag (AND identified as add-on)
- Yes, tax price included in price on price tag (NOT identified as add-on)
- Yes, price tag says tax will be added at register (e.g., plus soda tax) but does NOT include add-on price on tag
- Yes, other

Price

\_\_\_\_\_  
(9999 = Not able to obtain price)

Tax add-on

\_\_\_\_\_  
(9999 = Not able to obtain price)

Sale

- Yes
- No

Sale Type

- Reduced price
- Buy #x get #x
- Buy #x for \$priceTOTAL
- Buy #x for \$priceEACH
- Other

Sale Price

\_\_\_\_\_

Buy #xx

\_\_\_\_\_

Get #xx

\_\_\_\_\_

For \$xx.xx

\_\_\_\_\_

Minimum purchase required?

- Yes
- No

**Diet Dr. Pepper**

Diet Dr. Pepper 12 oz

- Yes
- No
- ( )

Price tag and soda tax on tag

- No tax mention on price tag
- Yes, tax price written on price tag as add-on, not included in total price listed
- Yes, tax price included in price on price tag (AND identified as add-on)
- Yes, tax price included in price on price tag (NOT identified as add-on)
- Yes, price tag says tax will be added at register (e.g., plus soda tax) but does NOT include add-on price on tag
- Yes, other

Price

\_\_\_\_\_  
(9999 = Not able to obtain price)

Tax add-on \_\_\_\_\_  
(9999 = Not able to obtain price)

Sale  Yes  
 No

Sale Type  Reduced price  
 Buy #x get #x  
 Buy #x for \$priceTOTAL  
 Buy #x for \$priceEACH  
 Other

Sale Price \_\_\_\_\_

Buy #xx \_\_\_\_\_

Get #xx \_\_\_\_\_

For \$xx.xx \_\_\_\_\_

Minimum purchase required?  Yes  
 No

Diet Dr. Pepper 20 oz  Yes  
 No  
( )

Price tag and soda tax on tag  No tax mention on price tag  
 Yes, tax price written on price tag as add-on, not included in total price listed  
 Yes, tax price included in price on price tag (AND identified as add-on)  
 Yes, tax price included in price on price tag (NOT identified as add-on)  
 Yes, price tag says tax will be added at register (e.g., plus soda tax) but does NOT include add-on price on tag  
 Yes, other

Price \_\_\_\_\_  
(9999 = Not able to obtain price)

Tax add-on \_\_\_\_\_  
(9999 = Not able to obtain price)

Sale  Yes  
 No

Sale Type  Reduced price  
 Buy #x get #x  
 Buy #x for \$priceTOTAL  
 Buy #x for \$priceEACH  
 Other

Sale Price \_\_\_\_\_

Buy #xx \_\_\_\_\_

Get #xx \_\_\_\_\_

For \$xx.xx \_\_\_\_\_

Minimum purchase required?  Yes  
 No

Diet Dr. Pepper 2 Liter

- Yes
- No
- ( )

Price tag and soda tax on tag

- No tax mention on price tag
- Yes, tax price written on price tag as add-on, not included in total price listed
- Yes, tax price included in price on price tag (AND identified as add-on)
- Yes, tax price included in price on price tag (NOT identified as add-on)
- Yes, price tag says tax will be added at register (e.g., plus soda tax) but does NOT include add-on price on tag
- Yes, other

Price

\_\_\_\_\_  
(9999 = Not able to obtain price)

Tax add-on

\_\_\_\_\_  
(9999 = Not able to obtain price)

Sale

- Yes
- No

Sale Type

- Reduced price
- Buy #x get #x
- Buy #x for \$priceTOTAL
- Buy #x for \$priceEACH
- Other

Sale Price

\_\_\_\_\_

Buy #xx

\_\_\_\_\_

Get #xx

\_\_\_\_\_

For \$xx.xx

\_\_\_\_\_

Minimum purchase required?

- Yes
- No

Diet Dr. Pepper 12 Pack / 12 oz

- Yes
- No
- ( )

Price tag and soda tax on tag

- No tax mention on price tag
- Yes, tax price written on price tag as add-on, not included in total price listed
- Yes, tax price included in price on price tag (AND identified as add-on)
- Yes, tax price included in price on price tag (NOT identified as add-on)
- Yes, price tag says tax will be added at register (e.g., plus soda tax) but does NOT include add-on price on tag
- Yes, other

Price

\_\_\_\_\_  
(9999 = Not able to obtain price)

Tax add-on

\_\_\_\_\_  
(9999 = Not able to obtain price)

Sale  Yes  
 No

Sale Type  Reduced price  
 Buy #x get #x  
 Buy #x for \$priceTOTAL  
 Buy #x for \$priceEACH  
 Other

Sale Price \_\_\_\_\_

Buy #xx \_\_\_\_\_

Get #xx \_\_\_\_\_

For \$xx.xx \_\_\_\_\_

Minimum purchase required?  Yes  
 No

soda4 time stamp \_\_\_\_\_  
( )

# Soda5

Business ID - 6mo \_\_\_\_\_

## Jarritos

**Note: May be in Hispanic food aisle**

Jarritos, 12.5 oz

- Yes
- No
- ( )

Price tag and soda tax on tag

- No tax mention on price tag
- Yes, tax price written on price tag as add-on, not included in total price listed
- Yes, tax price included in price on price tag (AND identified as add-on)
- Yes, tax price included in price on price tag (NOT identified as add-on)
- Yes, price tag says tax will be added at register (e.g., plus soda tax) but does NOT include add-on price on tag
- Yes, other

Price

\_\_\_\_\_  
(9999 = Not able to obtain price)

Tax add-on

\_\_\_\_\_  
(9999 = Not able to obtain price)

Sale

- Yes
- No

Sale Type

- Reduced price
- Buy #x get #x
- Buy #x for \$priceTOTAL
- Buy #x for \$priceEACH
- Other

Sale Price

\_\_\_\_\_

Buy #xx

\_\_\_\_\_

Get #xx

\_\_\_\_\_

For \$xx.xx

\_\_\_\_\_

Minimum purchase required?

- Yes
- No

**Jarritos Light**

Jarritos Light, 12.5 oz

- Yes
- No
- ( )

Price tag and soda tax on tag

- No tax mention on price tag
- Yes, tax price written on price tag as add-on, not included in total price listed
- Yes, tax price included in price on price tag (AND identified as add-on)
- Yes, tax price included in price on price tag (NOT identified as add-on)
- Yes, price tag says tax will be added at register (e.g., plus soda tax) but does NOT include add-on price on tag
- Yes, other

Price

\_\_\_\_\_  
(9999 = Not able to obtain price)

Tax add-on

\_\_\_\_\_  
(9999 = Not able to obtain price)

Sale

- Yes
- No

Sale Type

- Reduced price
- Buy #x get #x
- Buy #x for \$priceTOTAL
- Buy #x for \$priceEACH
- Other

Sale Price

\_\_\_\_\_

Buy #xx

\_\_\_\_\_

Get #xx

\_\_\_\_\_

For \$xx.xx

\_\_\_\_\_

Minimum purchase required?

- Yes
- No

**Cheapest Non-Name Brand Soda**

Does the store sell any non-name brand soda, not yet included?

- Yes
- No
- ( )

Cheapest Non-Name Brand Soda, 2 Liter

- Yes
- No
- ( )

Name of Cheapest Non-Name Brand Soda, 2 Liter:

\_\_\_\_\_  
( )

Price tag and soda tax on tag

- No tax mention on price tag
- Yes, tax price written on price tag as add-on, not included in total price listed
- Yes, tax price included in price on price tag (AND identified as add-on)
- Yes, tax price included in price on price tag (NOT identified as add-on)
- Yes, price tag says tax will be added at register (e.g., plus soda tax) but does NOT include add-on price on tag
- Yes, other

Price

\_\_\_\_\_  
(9999 = Not able to obtain price)

Tax add-on

\_\_\_\_\_  
(9999 = Not able to obtain price)

Sale

- Yes
- No

Sale Type

- Reduced price
- Buy #x get #x
- Buy #x for \$priceTOTAL
- Buy #x for \$priceEACH
- Other

Sale Price

\_\_\_\_\_

Buy #xx

\_\_\_\_\_

Get #xx

\_\_\_\_\_

For \$xx.xx

\_\_\_\_\_

Minimum purchase required?

- Yes
- No

Cheapest Non-Name Brand Soda, 12 Pack / 12 oz

- Yes
- No
- ( )

Name of Cheapest Non-name Brand Soda, 12pk / 12oz:

\_\_\_\_\_  
( )

Price tag and soda tax on tag

- No tax mention on price tag
- Yes, tax price written on price tag as add-on, not included in total price listed
- Yes, tax price included in price on price tag (AND identified as add-on)
- Yes, tax price included in price on price tag (NOT identified as add-on)
- Yes, price tag says tax will be added at register (e.g., plus soda tax) but does NOT include add-on price on tag
- Yes, other

Price

\_\_\_\_\_  
(9999 = Not able to obtain price)

Tax add-on

\_\_\_\_\_  
(9999 = Not able to obtain price)

Sale  Yes  
 No

Sale Type  Reduced price  
 Buy #x get #x  
 Buy #x for \$priceTOTAL  
 Buy #x for \$priceEACH  
 Other

Sale Price \_\_\_\_\_

Buy #xx \_\_\_\_\_

Get #xx \_\_\_\_\_

For \$xx.xx \_\_\_\_\_

Minimum purchase required?  Yes  
 No

soda5 time stamp \_\_\_\_\_  
( )

# Gatorade

Business ID - 6mo \_\_\_\_\_

## Gatorade

Gatorade 20 oz

- Yes
- No
- ( )

Price tag and soda tax on tag

- No tax mention on price tag
- Yes, tax price written on price tag as add-on, not included in total price listed
- Yes, tax price included in price on price tag (AND identified as add-on)
- Yes, tax price included in price on price tag (NOT identified as add-on)
- Yes, price tag says tax will be added at register (e.g., plus soda tax) but does NOT include add-on price on tag
- Yes, other

Price

\_\_\_\_\_  
(9999 = Not able to obtain price)

Tax add-on

\_\_\_\_\_  
(9999 = Not able to obtain price)

Sale

- Yes
- No

Sale Type

- Reduced price
- Buy #x get #x
- Buy #x for \$priceTOTAL
- Buy #x for \$priceEACH
- Other

Sale Price

\_\_\_\_\_

Buy #xx

\_\_\_\_\_

Get #xx

\_\_\_\_\_

For \$xx.xx

\_\_\_\_\_

Minimum purchase required?

- Yes
- No

Gatorade 32 oz

- Yes
- No
- ( )

Price tag and soda tax on tag

- No tax mention on price tag
- Yes, tax price written on price tag as add-on, not included in total price listed
- Yes, tax price included in price on price tag (AND identified as add-on)
- Yes, tax price included in price on price tag (NOT identified as add-on)
- Yes, price tag says tax will be added at register (e.g., plus soda tax) but does NOT include add-on price on tag
- Yes, other

Price

\_\_\_\_\_  
(9999 = Not able to obtain price)

Tax add-on

\_\_\_\_\_  
(9999 = Not able to obtain price)

Sale

- Yes
- No

Sale Type

- Reduced price
- Buy #x get #x
- Buy #x for \$priceTOTAL
- Buy #x for \$priceEACH
- Other

Sale Price

\_\_\_\_\_

Buy #xx

\_\_\_\_\_

Get #xx

\_\_\_\_\_

For \$xx.xx

\_\_\_\_\_

Minimum purchase required?

- Yes
- No

Gatorade 8 Pack / 20 oz

- Yes
- No
- ( )

Price tag and soda tax on tag

- No tax mention on price tag
- Yes, tax price written on price tag as add-on, not included in total price listed
- Yes, tax price included in price on price tag (AND identified as add-on)
- Yes, tax price included in price on price tag (NOT identified as add-on)
- Yes, price tag says tax will be added at register (e.g., plus soda tax) but does NOT include add-on price on tag
- Yes, other

Price

\_\_\_\_\_  
(9999 = Not able to obtain price)

Tax add-on

\_\_\_\_\_  
(9999 = Not able to obtain price)

Sale

- Yes
- No

Sale Type  Reduced price  
 Buy #x get #x  
 Buy #x for \$priceTOTAL  
 Buy #x for \$priceEACH  
 Other

Sale Price \_\_\_\_\_

Buy #xx \_\_\_\_\_

Get #xx \_\_\_\_\_

For \$xx.xx \_\_\_\_\_

Minimum purchase required?  Yes  
 No

**Powder Gatorade Mix**

Powdered Gatorade Mix, 18.4 oz  Yes  
 No  
 ( )

Price tag and soda tax on tag  No tax mention on price tag  
 Yes, tax price written on price tag as add-on, not included in total price listed  
 Yes, tax price included in price on price tag (AND identified as add-on)  
 Yes, tax price included in price on price tag (NOT identified as add-on)  
 Yes, price tag says tax will be added at register (e.g., plus soda tax) but does NOT include add-on price on tag  
 Yes, other

Price \_\_\_\_\_  
(9999 = Not able to obtain price)

Tax add-on \_\_\_\_\_  
(9999 = Not able to obtain price)

Sale  Yes  
 No

Sale Type  Reduced price  
 Buy #x get #x  
 Buy #x for \$priceTOTAL  
 Buy #x for \$priceEACH  
 Other

Sale Price \_\_\_\_\_

Buy #xx \_\_\_\_\_

Get #xx \_\_\_\_\_

For \$xx.xx \_\_\_\_\_

Minimum purchase required?  Yes  
 No

Powdered Gatorade Mix, 51 oz

- Yes
- No
- ( )

Price tag and soda tax on tag

- No tax mention on price tag
- Yes, tax price written on price tag as add-on, not included in total price listed
- Yes, tax price included in price on price tag (AND identified as add-on)
- Yes, tax price included in price on price tag (NOT identified as add-on)
- Yes, price tag says tax will be added at register (e.g., plus soda tax) but does NOT include add-on price on tag
- Yes, other

Price

\_\_\_\_\_  
(9999 = Not able to obtain price)

Tax add-on

\_\_\_\_\_  
(9999 = Not able to obtain price)

Sale

- Yes
- No

Sale Type

- Reduced price
- Buy #x get #x
- Buy #x for \$priceTOTAL
- Buy #x for \$priceEACH
- Other

Sale Price

\_\_\_\_\_

Buy #xx

\_\_\_\_\_

Get #xx

\_\_\_\_\_

For \$xx.xx

\_\_\_\_\_

Minimum purchase required?

- Yes
- No

Powdered Gatorade Mix, 76.5 oz

- Yes
- No
- ( )

Price tag and soda tax on tag

- No tax mention on price tag
- Yes, tax price written on price tag as add-on, not included in total price listed
- Yes, tax price included in price on price tag (AND identified as add-on)
- Yes, tax price included in price on price tag (NOT identified as add-on)
- Yes, price tag says tax will be added at register (e.g., plus soda tax) but does NOT include add-on price on tag
- Yes, other

Price

\_\_\_\_\_  
(9999 = Not able to obtain price)

Tax add-on

\_\_\_\_\_  
(9999 = Not able to obtain price)

Sale  Yes  No

Sale Type  Reduced price  Buy #x get #x  Buy #x for \$priceTOTAL  Buy #x for \$priceEACH  Other

Sale Price \_\_\_\_\_

Buy #xx \_\_\_\_\_

Get #xx \_\_\_\_\_

For \$xx.xx \_\_\_\_\_

Minimum purchase required?  Yes  No

Powdered Gatorade Mix, 8-pack Powder Packs  Yes  No  ( )

Price tag and soda tax on tag  No tax mention on price tag  Yes, tax price written on price tag as add-on, not included in total price listed  Yes, tax price included in price on price tag (AND identified as add-on)  Yes, tax price included in price on price tag (NOT identified as add-on)  Yes, price tag says tax will be added at register (e.g., plus soda tax) but does NOT include add-on price on tag  Yes, other

Price \_\_\_\_\_ (9999 = Not able to obtain price)

Tax add-on \_\_\_\_\_ (9999 = Not able to obtain price)

Sale  Yes  No

Sale Type  Reduced price  Buy #x get #x  Buy #x for \$priceTOTAL  Buy #x for \$priceEACH  Other

Sale Price \_\_\_\_\_

Buy #xx \_\_\_\_\_

Get #xx \_\_\_\_\_

For \$xx.xx \_\_\_\_\_

Minimum purchase required?  Yes  No

**Gatorade G2**

Gatorade G2 20 oz	<input type="radio"/> Yes <input type="radio"/> No <input type="radio"/> ( )
Price tag and soda tax on tag	<input type="radio"/> No tax mention on price tag <input type="radio"/> Yes, tax price written on price tag as add-on, not included in total price listed <input type="radio"/> Yes, tax price included in price on price tag (AND identified as add-on) <input type="radio"/> Yes, tax price included in price on price tag (NOT identified as add-on) <input type="radio"/> Yes, price tag says tax will be added at register (e.g., plus soda tax) but does NOT include add-on price on tag <input type="radio"/> Yes, other
Price	_____ (9999 = Not able to obtain price)
Tax add-on	_____ (9999 = Not able to obtain price)
Sale	<input type="radio"/> Yes <input type="radio"/> No
Sale Type	<input type="radio"/> Reduced price <input type="radio"/> Buy #x get #x <input type="radio"/> Buy #x for \$priceTOTAL <input type="radio"/> Buy #x for \$priceEACH <input type="radio"/> Other
Sale Price	_____
Buy #xx	_____
Get #xx	_____
For \$xx.xx	_____
Minimum purchase required?	<input type="radio"/> Yes <input type="radio"/> No
Gatorade G2 32 oz	<input type="radio"/> Yes <input type="radio"/> No <input type="radio"/> ( )
Price tag and soda tax on tag	<input type="radio"/> No tax mention on price tag <input type="radio"/> Yes, tax price written on price tag as add-on, not included in total price listed <input type="radio"/> Yes, tax price included in price on price tag (AND identified as add-on) <input type="radio"/> Yes, tax price included in price on price tag (NOT identified as add-on) <input type="radio"/> Yes, price tag says tax will be added at register (e.g., plus soda tax) but does NOT include add-on price on tag <input type="radio"/> Yes, other
Price	_____ (9999 = Not able to obtain price)

Tax add-on \_\_\_\_\_  
 (9999 = Not able to obtain price)

Sale  Yes  
 No

Sale Type  Reduced price  
 Buy #x get #x  
 Buy #x for \$priceTOTAL  
 Buy #x for \$priceEACH  
 Other

Sale Price \_\_\_\_\_

Buy #xx \_\_\_\_\_

Get #xx \_\_\_\_\_

For \$xx.xx \_\_\_\_\_

Minimum purchase required?  Yes  
 No

Gatorade G2 8 Pack / 20 oz  Yes  
 No  
 ( )

Price tag and soda tax on tag  No tax mention on price tag  
 Yes, tax price written on price tag as add-on, not included in total price listed  
 Yes, tax price included in price on price tag (AND identified as add-on)  
 Yes, tax price included in price on price tag (NOT identified as add-on)  
 Yes, price tag says tax will be added at register (e.g., plus soda tax) but does NOT include add-on price on tag  
 Yes, other

Price \_\_\_\_\_  
 (9999 = Not able to obtain price)

Tax add-on \_\_\_\_\_  
 (9999 = Not able to obtain price)

Sale  Yes  
 No

Sale Type  Reduced price  
 Buy #x get #x  
 Buy #x for \$priceTOTAL  
 Buy #x for \$priceEACH  
 Other

Sale Price \_\_\_\_\_

Buy #xx \_\_\_\_\_

Get #xx \_\_\_\_\_

For \$xx.xx \_\_\_\_\_

Minimum purchase required?  Yes  
 No

gatorade time stamp

\_\_\_\_\_ ( )

---

---

**Powder Gatorade G2 Mix**

Powder Gatorade G2 Mix, 19.4 oz

- Yes
- No
- ( )

Price tag and soda tax on tag

- No tax mention on price tag
- Yes, tax price written on price tag as add-on, not included in total price listed
- Yes, tax price included in price on price tag (AND identified as add-on)
- Yes, tax price included in price on price tag (NOT identified as add-on)
- Yes, price tag says tax will be added at register (e.g., plus soda tax) but does NOT include add-on price on tag
- Yes, other

Price

\_\_\_\_\_ (9999 = Not able to obtain price)

Tax add-on

\_\_\_\_\_ (9999 = Not able to obtain price)

Sale

- Yes
- No

Sale Type

- Reduced price
- Buy #x get #x
- Buy #x for \$priceTOTAL
- Buy #x for \$priceEACH
- Other

Sale Price

\_\_\_\_\_

Buy #xx

\_\_\_\_\_

Get #xx

\_\_\_\_\_

For \$xx.xx

\_\_\_\_\_

Minimum purchase required?

- Yes
- No

Powder Gatorade G2 Mix, 51 oz

- Yes
- No
- ( )

Price tag and soda tax on tag

- No tax mention on price tag
- Yes, tax price written on price tag as add-on, not included in total price listed
- Yes, tax price included in price on price tag (AND identified as add-on)
- Yes, tax price included in price on price tag (NOT identified as add-on)
- Yes, price tag says tax will be added at register (e.g., plus soda tax) but does NOT include add-on price on tag
- Yes, other

Price

\_\_\_\_\_  
(9999 = Not able to obtain price)

Tax add-on

\_\_\_\_\_  
(9999 = Not able to obtain price)

Sale

- Yes
- No

Sale Type

- Reduced price
- Buy #x get #x
- Buy #x for \$priceTOTAL
- Buy #x for \$priceEACH
- Other

Sale Price

\_\_\_\_\_

Buy #xx

\_\_\_\_\_

Get #xx

\_\_\_\_\_

For \$xx.xx

\_\_\_\_\_

Minimum purchase required?

- Yes
- No

Powder Gatorade G2 Mix, 8-pack individual serving size

- Yes
- No
- ( )

Price tag and soda tax on tag

- No tax mention on price tag
- Yes, tax price written on price tag as add-on, not included in total price listed
- Yes, tax price included in price on price tag (AND identified as add-on)
- Yes, tax price included in price on price tag (NOT identified as add-on)
- Yes, price tag says tax will be added at register (e.g., plus soda tax) but does NOT include add-on price on tag
- Yes, other

Price

\_\_\_\_\_  
(9999 = Not able to obtain price)

Tax add-on

\_\_\_\_\_  
(9999 = Not able to obtain price)

Sale

- Yes
- No

Sale Type

- Reduced price
- Buy #x get #x
- Buy #x for \$priceTOTAL
- Buy #x for \$priceEACH
- Other

Sale Price

---

Buy #xx

---

Get #xx

---

For \$xx.xx

---

Minimum purchase required?

- Yes
- No

# Powerade

Business ID - 6mo \_\_\_\_\_

---

---

## Powerade

Powerade 20 oz

- Yes  
 No  
 ( )

Price tag and soda tax on tag

- No tax mention on price tag  
 Yes, tax price written on price tag as add-on, not included in total price listed  
 Yes, tax price included in price on price tag (AND identified as add-on)  
 Yes, tax price included in price on price tag (NOT identified as add-on)  
 Yes, price tag says tax will be added at register (e.g., plus soda tax) but does NOT include add-on price on tag  
 Yes, other

Price

\_\_\_\_\_  
(9999 = Not able to obtain price)

Tax add-on

\_\_\_\_\_  
(9999 = Not able to obtain price)

Sale

- Yes  
 No

Sale Type

- Reduced price  
 Buy #x get #x  
 Buy #x for \$priceTOTAL  
 Buy #x for \$priceEACH  
 Other

Sale Price

\_\_\_\_\_

Buy #xx

\_\_\_\_\_

Get #xx

\_\_\_\_\_

For \$xx.xx

\_\_\_\_\_

Minimum purchase required?

- Yes  
 No

Powerade 32 oz

- Yes  
 No  
 ( )

Price tag and soda tax on tag

- No tax mention on price tag
- Yes, tax price written on price tag as add-on, not included in total price listed
- Yes, tax price included in price on price tag (AND identified as add-on)
- Yes, tax price included in price on price tag (NOT identified as add-on)
- Yes, price tag says tax will be added at register (e.g., plus soda tax) but does NOT include add-on price on tag
- Yes, other

Price

\_\_\_\_\_  
(9999 = Not able to obtain price)

Tax add-on

\_\_\_\_\_  
(9999 = Not able to obtain price)

Sale

- Yes
- No

Sale Type

- Reduced price
- Buy #x get #x
- Buy #x for \$priceTOTAL
- Buy #x for \$priceEACH
- Other

Sale Price

\_\_\_\_\_

Buy #xx

\_\_\_\_\_

Get #xx

\_\_\_\_\_

For \$xx.xx

\_\_\_\_\_

Minimum purchase required?

- Yes
- No

Powerade 8 Pack / 20 oz

- Yes
- No
- ( )

Price tag and soda tax on tag

- No tax mention on price tag
- Yes, tax price written on price tag as add-on, not included in total price listed
- Yes, tax price included in price on price tag (AND identified as add-on)
- Yes, tax price included in price on price tag (NOT identified as add-on)
- Yes, price tag says tax will be added at register (e.g., plus soda tax) but does NOT include add-on price on tag
- Yes, other

Price

\_\_\_\_\_  
(9999 = Not able to obtain price)

Tax add-on

\_\_\_\_\_  
(9999 = Not able to obtain price)

Sale

- Yes
- No

Sale Type  Reduced price  
 Buy #x get #x  
 Buy #x for \$priceTOTAL  
 Buy #x for \$priceEACH  
 Other

Sale Price \_\_\_\_\_

Buy #xx \_\_\_\_\_

Get #xx \_\_\_\_\_

For \$xx.xx \_\_\_\_\_

Minimum purchase required?  Yes  
 No

**Powerade Zero**

Powerade Zero 20 oz  Yes  
 No  
 ( )

Price tag and soda tax on tag  No tax mention on price tag  
 Yes, tax price written on price tag as add-on, not included in total price listed  
 Yes, tax price included in price on price tag (AND identified as add-on)  
 Yes, tax price included in price on price tag (NOT identified as add-on)  
 Yes, price tag says tax will be added at register (e.g., plus soda tax) but does NOT include add-on price on tag  
 Yes, other

Price \_\_\_\_\_  
(9999 = Not able to obtain price)

Tax add-on \_\_\_\_\_  
(9999 = Not able to obtain price)

Sale  Yes  
 No

Sale Type  Reduced price  
 Buy #x get #x  
 Buy #x for \$priceTOTAL  
 Buy #x for \$priceEACH  
 Other

Sale Price \_\_\_\_\_

Buy #xx \_\_\_\_\_

Get #xx \_\_\_\_\_

For \$xx.xx \_\_\_\_\_

Minimum purchase required?  Yes  
 No

Powerade 32 oz

- Yes
- No
- ( )

Price tag and soda tax on tag

- No tax mention on price tag
- Yes, tax price written on price tag as add-on, not included in total price listed
- Yes, tax price included in price on price tag (AND identified as add-on)
- Yes, tax price included in price on price tag (NOT identified as add-on)
- Yes, price tag says tax will be added at register (e.g., plus soda tax) but does NOT include add-on price on tag
- Yes, other

Price

\_\_\_\_\_  
(9999 = Not able to obtain price)

Tax add-on

\_\_\_\_\_  
(9999 = Not able to obtain price)

Sale

- Yes
- No

Sale Type

- Reduced price
- Buy #x get #x
- Buy #x for \$priceTOTAL
- Buy #x for \$priceEACH
- Other

Sale Price

\_\_\_\_\_

Buy #xx

\_\_\_\_\_

Get #xx

\_\_\_\_\_

For \$xx.xx

\_\_\_\_\_

Minimum purchase required?

- Yes
- No

Powerade 8 Pack / 20 oz

- Yes
- No
- ( )

Price tag and soda tax on tag

- No tax mention on price tag
- Yes, tax price written on price tag as add-on, not included in total price listed
- Yes, tax price included in price on price tag (AND identified as add-on)
- Yes, tax price included in price on price tag (NOT identified as add-on)
- Yes, price tag says tax will be added at register (e.g., plus soda tax) but does NOT include add-on price on tag
- Yes, other

Price

\_\_\_\_\_  
(9999 = Not able to obtain price)

Tax add-on

\_\_\_\_\_  
(9999 = Not able to obtain price)

Sale  Yes  
 No

Sale Type  Reduced price  
 Buy #x get #x  
 Buy #x for \$priceTOTAL  
 Buy #x for \$priceEACH  
 Other

Sale Price \_\_\_\_\_

Buy #xx \_\_\_\_\_

Get #xx \_\_\_\_\_

For \$xx.xx \_\_\_\_\_

Minimum purchase required?  Yes  
 No

powerade time stamp \_\_\_\_\_  
( )

# Vitaminwater

Business ID - 6mo \_\_\_\_\_

## Vitamin Water

Vitamin Water 20 oz

- Yes
- No
- ( )

Price tag and soda tax on tag

- No tax mention on price tag
- Yes, tax price written on price tag as add-on, not included in total price listed
- Yes, tax price included in price on price tag (AND identified as add-on)
- Yes, tax price included in price on price tag (NOT identified as add-on)
- Yes, price tag says tax will be added at register (e.g., plus soda tax) but does NOT include add-on price on tag
- Yes, other

Price

\_\_\_\_\_  
(9999 = Not able to obtain price)

Tax add-on

\_\_\_\_\_  
(9999 = Not able to obtain price)

Sale

- Yes
- No

Sale Type

- Reduced price
- Buy #x get #x
- Buy #x for \$priceTOTAL
- Buy #x for \$priceEACH
- Other

Sale Price

\_\_\_\_\_

Buy #xx

\_\_\_\_\_

Get #xx

\_\_\_\_\_

For \$xx.xx

\_\_\_\_\_

Minimum purchase required?

- Yes
- No

Vitamin Water 6 Pack / 16.9 oz

- Yes
- No
- ( )

Price tag and soda tax on tag

- No tax mention on price tag
- Yes, tax price written on price tag as add-on, not included in total price listed
- Yes, tax price included in price on price tag (AND identified as add-on)
- Yes, tax price included in price on price tag (NOT identified as add-on)
- Yes, price tag says tax will be added at register (e.g., plus soda tax) but does NOT include add-on price on tag
- Yes, other

Price

\_\_\_\_\_  
(9999 = Not able to obtain price)

Tax add-on

\_\_\_\_\_  
(9999 = Not able to obtain price)

Sale

- Yes
- No

Sale Type

- Reduced price
- Buy #x get #x
- Buy #x for \$priceTOTAL
- Buy #x for \$priceEACH
- Other

Sale Price

\_\_\_\_\_

Buy #xx

\_\_\_\_\_

Get #xx

\_\_\_\_\_

For \$xx.xx

\_\_\_\_\_

Minimum purchase required?

- Yes
- No

**Vitamin Water Zero**

Vitamin Water Zero 20 oz

- Yes
- No
- ( )

Price tag and soda tax on tag

- No tax mention on price tag
- Yes, tax price written on price tag as add-on, not included in total price listed
- Yes, tax price included in price on price tag (AND identified as add-on)
- Yes, tax price included in price on price tag (NOT identified as add-on)
- Yes, price tag says tax will be added at register (e.g., plus soda tax) but does NOT include add-on price on tag
- Yes, other

Price

\_\_\_\_\_  
(9999 = Not able to obtain price)

Tax add-on

\_\_\_\_\_  
(9999 = Not able to obtain price)

Sale  Yes  No

Sale Type  Reduced price  Buy #x get #x  Buy #x for \$priceTOTAL  Buy #x for \$priceEACH  Other

Sale Price \_\_\_\_\_

Buy #xx \_\_\_\_\_

Get #xx \_\_\_\_\_

For \$xx.xx \_\_\_\_\_

Minimum purchase required?  Yes  No

Vitamin Water Zero 6 Pack / 16.9 oz  Yes  No  ( )

Price tag and soda tax on tag  No tax mention on price tag  Yes, tax price written on price tag as add-on, not included in total price listed  Yes, tax price included in price on price tag (AND identified as add-on)  Yes, tax price included in price on price tag (NOT identified as add-on)  Yes, price tag says tax will be added at register (e.g., plus soda tax) but does NOT include add-on price on tag  Yes, other

Price \_\_\_\_\_ (9999 = Not able to obtain price)

Tax add-on \_\_\_\_\_ (9999 = Not able to obtain price)

Sale  Yes  No

Sale Type  Reduced price  Buy #x get #x  Buy #x for \$priceTOTAL  Buy #x for \$priceEACH  Other

Sale Price \_\_\_\_\_

Buy #xx \_\_\_\_\_

Get #xx \_\_\_\_\_

For \$xx.xx \_\_\_\_\_

Minimum purchase required?  Yes  No

vitamin water time stamp \_\_\_\_\_ ( )

# Energydrink

Business ID - 6mo \_\_\_\_\_

## Monster

Monster 16 oz

- Yes
- No
- ( )

Price tag and soda tax on tag

- No tax mention on price tag
- Yes, tax price written on price tag as add-on, not included in total price listed
- Yes, tax price included in price on price tag (AND identified as add-on)
- Yes, tax price included in price on price tag (NOT identified as add-on)
- Yes, price tag says tax will be added at register (e.g., plus soda tax) but does NOT include add-on price on tag
- Yes, other

Price

\_\_\_\_\_  
(9999 = Not able to obtain price)

Tax add-on

\_\_\_\_\_  
(9999 = Not able to obtain price)

Sale

- Yes
- No

Sale Type

- Reduced price
- Buy #x get #x
- Buy #x for \$priceTOTAL
- Buy #x for \$priceEACH
- Other

Sale Price

\_\_\_\_\_

Buy #xx

\_\_\_\_\_

Get #xx

\_\_\_\_\_

For \$xx.xx

\_\_\_\_\_

Minimum purchase required?

- Yes
- No

Monster 24 oz

- Yes
- No
- ( )

Price tag and soda tax on tag

- No tax mention on price tag
- Yes, tax price written on price tag as add-on, not included in total price listed
- Yes, tax price included in price on price tag (AND identified as add-on)
- Yes, tax price included in price on price tag (NOT identified as add-on)
- Yes, price tag says tax will be added at register (e.g., plus soda tax) but does NOT include add-on price on tag
- Yes, other

Price

\_\_\_\_\_  
(9999 = Not able to obtain price)

Tax add-on

\_\_\_\_\_  
(9999 = Not able to obtain price)

Sale

- Yes
- No

Sale Type

- Reduced price
- Buy #x get #x
- Buy #x for \$priceTOTAL
- Buy #x for \$priceEACH
- Other

Sale Price

\_\_\_\_\_

Buy #xx

\_\_\_\_\_

Get #xx

\_\_\_\_\_

For \$xx.xx

\_\_\_\_\_

Minimum purchase required?

- Yes
- No

Monster 4 Pack / 16 oz

- Yes
- No
- ( )

Price tag and soda tax on tag

- No tax mention on price tag
- Yes, tax price written on price tag as add-on, not included in total price listed
- Yes, tax price included in price on price tag (AND identified as add-on)
- Yes, tax price included in price on price tag (NOT identified as add-on)
- Yes, price tag says tax will be added at register (e.g., plus soda tax) but does NOT include add-on price on tag
- Yes, other

Price

\_\_\_\_\_  
(9999 = Not able to obtain price)

Tax add-on

\_\_\_\_\_  
(9999 = Not able to obtain price)

Sale

- Yes
- No

Sale Type  Reduced price  
 Buy #x get #x  
 Buy #x for \$priceTOTAL  
 Buy #x for \$priceEACH  
 Other

Sale Price \_\_\_\_\_

Buy #xx \_\_\_\_\_

Get #xx \_\_\_\_\_

For \$xx.xx \_\_\_\_\_

Minimum purchase required?  Yes  
 No

**Monster Zero Ultra**

Monster Zero Ultra 16 oz  Yes  
 No  
 ( )

Price tag and soda tax on tag  No tax mention on price tag  
 Yes, tax price written on price tag as add-on, not included in total price listed  
 Yes, tax price included in price on price tag (AND identified as add-on)  
 Yes, tax price included in price on price tag (NOT identified as add-on)  
 Yes, price tag says tax will be added at register (e.g., plus soda tax) but does NOT include add-on price on tag  
 Yes, other

Price \_\_\_\_\_  
(9999 = Not able to obtain price)

Tax add-on \_\_\_\_\_  
(9999 = Not able to obtain price)

Sale  Yes  
 No

Sale Type  Reduced price  
 Buy #x get #x  
 Buy #x for \$priceTOTAL  
 Buy #x for \$priceEACH  
 Other

Sale Price \_\_\_\_\_

Buy #xx \_\_\_\_\_

Get #xx \_\_\_\_\_

For \$xx.xx \_\_\_\_\_

Minimum purchase required?  Yes  
 No

Monster Zero Ultra 24 oz

- Yes
- No
- ( )

Price tag and soda tax on tag

- No tax mention on price tag
- Yes, tax price written on price tag as add-on, not included in total price listed
- Yes, tax price included in price on price tag (AND identified as add-on)
- Yes, tax price included in price on price tag (NOT identified as add-on)
- Yes, price tag says tax will be added at register (e.g., plus soda tax) but does NOT include add-on price on tag
- Yes, other

Price

\_\_\_\_\_  
(9999 = Not able to obtain price)

Tax add-on

\_\_\_\_\_  
(9999 = Not able to obtain price)

Sale

- Yes
- No

Sale Type

- Reduced price
- Buy #x get #x
- Buy #x for \$priceTOTAL
- Buy #x for \$priceEACH
- Other

Sale Price

\_\_\_\_\_

Buy #xx

\_\_\_\_\_

Get #xx

\_\_\_\_\_

For \$xx.xx

\_\_\_\_\_

Minimum purchase required?

- Yes
- No

Monster Zero Ultra 4 Pack / 16 oz

- Yes
- No
- ( )

Price tag and soda tax on tag

- No tax mention on price tag
- Yes, tax price written on price tag as add-on, not included in total price listed
- Yes, tax price included in price on price tag (AND identified as add-on)
- Yes, tax price included in price on price tag (NOT identified as add-on)
- Yes, price tag says tax will be added at register (e.g., plus soda tax) but does NOT include add-on price on tag
- Yes, other

Price

\_\_\_\_\_  
(9999 = Not able to obtain price)

Tax add-on

\_\_\_\_\_  
(9999 = Not able to obtain price)

Sale  Yes  
 No

Sale Type  Reduced price  
 Buy #x get #x  
 Buy #x for \$priceTOTAL  
 Buy #x for \$priceEACH  
 Other

Sale Price \_\_\_\_\_

Buy #xx \_\_\_\_\_

Get #xx \_\_\_\_\_

For \$xx.xx \_\_\_\_\_

Minimum purchase required?  Yes  
 No

**Red Bull**

Red Bull 8.4 oz  Yes  
 No  
 ( )

Price tag and soda tax on tag  No tax mention on price tag  
 Yes, tax price written on price tag as add-on, not included in total price listed  
 Yes, tax price included in price on price tag (AND identified as add-on)  
 Yes, tax price included in price on price tag (NOT identified as add-on)  
 Yes, price tag says tax will be added at register (e.g., plus soda tax) but does NOT include add-on price on tag  
 Yes, other

Price \_\_\_\_\_  
(9999 = Not able to obtain price)

Tax add-on \_\_\_\_\_  
(9999 = Not able to obtain price)

Sale  Yes  
 No

Sale Type  Reduced price  
 Buy #x get #x  
 Buy #x for \$priceTOTAL  
 Buy #x for \$priceEACH  
 Other

Sale Price \_\_\_\_\_

Buy #xx \_\_\_\_\_

Get #xx \_\_\_\_\_

For \$xx.xx \_\_\_\_\_

Minimum purchase required?

- Yes
- No

Red Bull 12 oz

- Yes
- No
- ( )

Price tag and soda tax on tag

- No tax mention on price tag
- Yes, tax price written on price tag as add-on, not included in total price listed
- Yes, tax price included in price on price tag (AND identified as add-on)
- Yes, tax price included in price on price tag (NOT identified as add-on)
- Yes, price tag says tax will be added at register (e.g., plus soda tax) but does NOT include add-on price on tag
- Yes, other

Price

\_\_\_\_\_  
(9999 = Not able to obtain price)

Tax add-on

\_\_\_\_\_  
(9999 = Not able to obtain price)

Sale

- Yes
- No

Sale Type

- Reduced price
- Buy #x get #x
- Buy #x for \$priceTOTAL
- Buy #x for \$priceEACH
- Other

Sale Price

\_\_\_\_\_

Buy #xx

\_\_\_\_\_

Get #xx

\_\_\_\_\_

For \$xx.xx

\_\_\_\_\_

Minimum purchase required?

- Yes
- No

Red Bull 16 oz

- Yes
- No
- ( )

Price tag and soda tax on tag

- No tax mention on price tag
- Yes, tax price written on price tag as add-on, not included in total price listed
- Yes, tax price included in price on price tag (AND identified as add-on)
- Yes, tax price included in price on price tag (NOT identified as add-on)
- Yes, price tag says tax will be added at register (e.g., plus soda tax) but does NOT include add-on price on tag
- Yes, other

Price

\_\_\_\_\_  
(9999 = Not able to obtain price)

Tax add-on \_\_\_\_\_  
 (9999 = Not able to obtain price)

Sale  Yes  
 No

Sale Type  Reduced price  
 Buy #x get #x  
 Buy #x for \$priceTOTAL  
 Buy #x for \$priceEACH  
 Other

Sale Price \_\_\_\_\_

Buy #xx \_\_\_\_\_

Get #xx \_\_\_\_\_

For \$xx.xx \_\_\_\_\_

Minimum purchase required?  Yes  
 No

Red Bull 4 Pack / 8.4 oz  Yes  
 No  
 ( )

Price tag and soda tax on tag  No tax mention on price tag  
 Yes, tax price written on price tag as add-on, not included in total price listed  
 Yes, tax price included in price on price tag (AND identified as add-on)  
 Yes, tax price included in price on price tag (NOT identified as add-on)  
 Yes, price tag says tax will be added at register (e.g., plus soda tax) but does NOT include add-on price on tag  
 Yes, other

Price \_\_\_\_\_  
 (9999 = Not able to obtain price)

Tax add-on \_\_\_\_\_  
 (9999 = Not able to obtain price)

Sale  Yes  
 No

Sale Type  Reduced price  
 Buy #x get #x  
 Buy #x for \$priceTOTAL  
 Buy #x for \$priceEACH  
 Other

Sale Price \_\_\_\_\_

Buy #xx \_\_\_\_\_

Get #xx \_\_\_\_\_

For \$xx.xx \_\_\_\_\_

Minimum purchase required?  Yes  
 No



Tax add-on \_\_\_\_\_  
(9999 = Not able to obtain price)

Sale  Yes  
 No

Sale Type  Reduced price  
 Buy #x get #x  
 Buy #x for \$priceTOTAL  
 Buy #x for \$priceEACH  
 Other

Sale Price \_\_\_\_\_

Buy #xx \_\_\_\_\_

Get #xx \_\_\_\_\_

For \$xx.xx \_\_\_\_\_

Minimum purchase required?  Yes  
 No

Red Bull Sugarfree 16 oz  Yes  
 No  
( )

Price tag and soda tax on tag  No tax mention on price tag  
 Yes, tax price written on price tag as add-on, not included in total price listed  
 Yes, tax price included in price on price tag (AND identified as add-on)  
 Yes, tax price included in price on price tag (NOT identified as add-on)  
 Yes, price tag says tax will be added at register (e.g., plus soda tax) but does NOT include add-on price on tag  
 Yes, other

Price \_\_\_\_\_  
(9999 = Not able to obtain price)

Tax add-on \_\_\_\_\_  
(9999 = Not able to obtain price)

Sale  Yes  
 No

Sale Type  Reduced price  
 Buy #x get #x  
 Buy #x for \$priceTOTAL  
 Buy #x for \$priceEACH  
 Other

Sale Price \_\_\_\_\_

Buy #xx \_\_\_\_\_

Get #xx \_\_\_\_\_

For \$xx.xx \_\_\_\_\_

Minimum purchase required?  Yes  
 No

Red Bull Sugarfree 4 Pack / 8.4 oz

- Yes
- No
- ( )

Price tag and soda tax on tag

- No tax mention on price tag
- Yes, tax price written on price tag as add-on, not included in total price listed
- Yes, tax price included in price on price tag (AND identified as add-on)
- Yes, tax price included in price on price tag (NOT identified as add-on)
- Yes, price tag says tax will be added at register (e.g., plus soda tax) but does NOT include add-on price on tag
- Yes, other

Price

\_\_\_\_\_  
(9999 = Not able to obtain price)

Tax add-on

\_\_\_\_\_  
(9999 = Not able to obtain price)

Sale

- Yes
- No

Sale Type

- Reduced price
- Buy #x get #x
- Buy #x for \$priceTOTAL
- Buy #x for \$priceEACH
- Other

Sale Price

\_\_\_\_\_

Buy #xx

\_\_\_\_\_

Get #xx

\_\_\_\_\_

For \$xx.xx

\_\_\_\_\_

Minimum purchase required?

- Yes
- No

energy drink time stamp

\_\_\_\_\_  
( )

# Teacoffee

Business ID - 6mo \_\_\_\_\_

## "Arizona Green Tea

### If original Green Tea not available, any flavor OK"

Arizona Green Tea 23 oz

- Yes
- No
- ( )

Price tag and soda tax on tag

- No tax mention on price tag
- Yes, tax price written on price tag as add-on, not included in total price listed
- Yes, tax price included in price on price tag (AND identified as add-on)
- Yes, tax price included in price on price tag (NOT identified as add-on)
- Yes, price tag says tax will be added at register (e.g., plus soda tax) but does NOT include add-on price on tag
- Yes, other

Price

\_\_\_\_\_  
(9999 = Not able to obtain price)

Tax add-on

\_\_\_\_\_  
(9999 = Not able to obtain price)

Sale

- Yes
- No

Sale Type

- Reduced price
- Buy #x get #x
- Buy #x for \$priceTOTAL
- Buy #x for \$priceEACH
- Other

Sale Price

\_\_\_\_\_

Buy #xx

\_\_\_\_\_

Get #xx

\_\_\_\_\_

For \$xx.xx

\_\_\_\_\_

Minimum purchase required?

- Yes
- No

Arizona Green Tea 128 oz

- Yes
- No
- ( )

Price tag and soda tax on tag

- No tax mention on price tag
- Yes, tax price written on price tag as add-on, not included in total price listed
- Yes, tax price included in price on price tag (AND identified as add-on)
- Yes, tax price included in price on price tag (NOT identified as add-on)
- Yes, price tag says tax will be added at register (e.g., plus soda tax) but does NOT include add-on price on tag
- Yes, other

Price

\_\_\_\_\_  
(9999 = Not able to obtain price)

Tax add-on

\_\_\_\_\_  
(9999 = Not able to obtain price)

Sale

- Yes
- No

Sale Type

- Reduced price
- Buy #x get #x
- Buy #x for \$priceTOTAL
- Buy #x for \$priceEACH
- Other

Sale Price

\_\_\_\_\_

Buy #xx

\_\_\_\_\_

Get #xx

\_\_\_\_\_

For \$xx.xx

\_\_\_\_\_

Minimum purchase required?

- Yes
- No

---

---

**"Arizona Zero Calorie Green Tea**

**If original Green Tea not available, any flavor OK"**

Arizona Zero Calorie Green Tea 23 oz

- Yes
- No
- ( )

Price tag and soda tax on tag

- No tax mention on price tag
- Yes, tax price written on price tag as add-on, not included in total price listed
- Yes, tax price included in price on price tag (AND identified as add-on)
- Yes, tax price included in price on price tag (NOT identified as add-on)
- Yes, price tag says tax will be added at register (e.g., plus soda tax) but does NOT include add-on price on tag
- Yes, other

Price

\_\_\_\_\_  
(9999 = Not able to obtain price)

Tax add-on \_\_\_\_\_  
(9999 = Not able to obtain price)

Sale  Yes  
 No

Sale Type  Reduced price  
 Buy #x get #x  
 Buy #x for \$priceTOTAL  
 Buy #x for \$priceEACH  
 Other

Sale Price \_\_\_\_\_

Buy #xx \_\_\_\_\_

Get #xx \_\_\_\_\_

For \$xx.xx \_\_\_\_\_

Minimum purchase required?  Yes  
 No

Arizona Zero Calorie Green Tea 128 oz  Yes  
 No  
( )

Price tag and soda tax on tag  No tax mention on price tag  
 Yes, tax price written on price tag as add-on, not included in total price listed  
 Yes, tax price included in price on price tag (AND identified as add-on)  
 Yes, tax price included in price on price tag (NOT identified as add-on)  
 Yes, price tag says tax will be added at register (e.g., plus soda tax) but does NOT include add-on price on tag  
 Yes, other

Price \_\_\_\_\_  
(9999 = Not able to obtain price)

Tax add-on \_\_\_\_\_  
(9999 = Not able to obtain price)

Sale  Yes  
 No

Sale Type  Reduced price  
 Buy #x get #x  
 Buy #x for \$priceTOTAL  
 Buy #x for \$priceEACH  
 Other

Sale Price \_\_\_\_\_

Buy #xx \_\_\_\_\_

Get #xx \_\_\_\_\_

For \$xx.xx \_\_\_\_\_

Minimum purchase required?  Yes  
 No

**Pure Leaf Sweet Tea**

Pure Leaf Sweet Tea 18.5 oz

- Yes
- No
- ( )

Price tag and soda tax on tag

- No tax mention on price tag
- Yes, tax price written on price tag as add-on, not included in total price listed
- Yes, tax price included in price on price tag (AND identified as add-on)
- Yes, tax price included in price on price tag (NOT identified as add-on)
- Yes, price tag says tax will be added at register (e.g., plus soda tax) but does NOT include add-on price on tag
- Yes, other

Price

\_\_\_\_\_  
(9999 = Not able to obtain price)

Tax add-on

\_\_\_\_\_  
(9999 = Not able to obtain price)

Sale

- Yes
- No

Sale Type

- Reduced price
- Buy #x get #x
- Buy #x for \$priceTOTAL
- Buy #x for \$priceEACH
- Other

Sale Price

\_\_\_\_\_

Buy #xx

\_\_\_\_\_

Get #xx

\_\_\_\_\_

For \$xx.xx

\_\_\_\_\_

Minimum purchase required?

- Yes
- No

Pure Leaf Sweet Tea 64 oz

- Yes
- No
- ( )

Price tag and soda tax on tag

- No tax mention on price tag
- Yes, tax price written on price tag as add-on, not included in total price listed
- Yes, tax price included in price on price tag (AND identified as add-on)
- Yes, tax price included in price on price tag (NOT identified as add-on)
- Yes, price tag says tax will be added at register (e.g., plus soda tax) but does NOT include add-on price on tag
- Yes, other

Price

\_\_\_\_\_  
(9999 = Not able to obtain price)

Tax add-on \_\_\_\_\_  
(9999 = Not able to obtain price)

Sale  Yes  
 No

Sale Type  Reduced price  
 Buy #x get #x  
 Buy #x for \$priceTOTAL  
 Buy #x for \$priceEACH  
 Other

Sale Price \_\_\_\_\_

Buy #xx \_\_\_\_\_

Get #xx \_\_\_\_\_

For \$xx.xx \_\_\_\_\_

Minimum purchase required?  Yes  
 No

**Pure Leaf Unsweetened Tea**

Pure Leaf Unsweetened Tea 18.5 oz  Yes  
 No  
( )

Price tag and soda tax on tag  No tax mention on price tag  
 Yes, tax price written on price tag as add-on, not included in total price listed  
 Yes, tax price included in price on price tag (AND identified as add-on)  
 Yes, tax price included in price on price tag (NOT identified as add-on)  
 Yes, price tag says tax will be added at register (e.g., plus soda tax) but does NOT include add-on price on tag  
 Yes, other

Price \_\_\_\_\_  
(9999 = Not able to obtain price)

Tax add-on \_\_\_\_\_  
(9999 = Not able to obtain price)

Sale  Yes  
 No

Sale Type  Reduced price  
 Buy #x get #x  
 Buy #x for \$priceTOTAL  
 Buy #x for \$priceEACH  
 Other

Sale Price \_\_\_\_\_

Buy #xx \_\_\_\_\_

Get #xx \_\_\_\_\_

For \$xx.xx

\_\_\_\_\_

Minimum purchase required?

- Yes
- No

Pure Leaf Unsweetened Tea 64 oz

- Yes
- No
- ( )

Price tag and soda tax on tag

- No tax mention on price tag
- Yes, tax price written on price tag as add-on, not included in total price listed
- Yes, tax price included in price on price tag (AND identified as add-on)
- Yes, tax price included in price on price tag (NOT identified as add-on)
- Yes, price tag says tax will be added at register (e.g., plus soda tax) but does NOT include add-on price on tag
- Yes, other

Price

\_\_\_\_\_  
(9999 = Not able to obtain price)

Tax add-on

\_\_\_\_\_  
(9999 = Not able to obtain price)

Sale

- Yes
- No

Sale Type

- Reduced price
- Buy #x get #x
- Buy #x for \$priceTOTAL
- Buy #x for \$priceEACH
- Other

Sale Price

\_\_\_\_\_

Buy #xx

\_\_\_\_\_

Get #xx

\_\_\_\_\_

For \$xx.xx

\_\_\_\_\_

Minimum purchase required?

- Yes
- No

---

---

**"Starbucks Frappuccino, Bottled"**

Starbucks Frappuccino 13.7 oz

- Yes
- No
- ( )

Price tag and soda tax on tag

- No tax mention on price tag
- Yes, tax price written on price tag as add-on, not included in total price listed
- Yes, tax price included in price on price tag (AND identified as add-on)
- Yes, tax price included in price on price tag (NOT identified as add-on)
- Yes, price tag says tax will be added at register (e.g., plus soda tax) but does NOT include add-on price on tag
- Yes, other

Price

\_\_\_\_\_  
(9999 = Not able to obtain price)

Tax add-on

\_\_\_\_\_  
(9999 = Not able to obtain price)

Sale

- Yes
- No

Sale Type

- Reduced price
- Buy #x get #x
- Buy #x for \$priceTOTAL
- Buy #x for \$priceEACH
- Other

Sale Price

\_\_\_\_\_

Buy #xx

\_\_\_\_\_

Get #xx

\_\_\_\_\_

For \$xx.xx

\_\_\_\_\_

Minimum purchase required?

- Yes
- No

Starbucks Frappuccino 9.5 oz

- Yes
- No
- ( )

Price tag and soda tax on tag

- No tax mention on price tag
- Yes, tax price written on price tag as add-on, not included in total price listed
- Yes, tax price included in price on price tag (AND identified as add-on)
- Yes, tax price included in price on price tag (NOT identified as add-on)
- Yes, price tag says tax will be added at register (e.g., plus soda tax) but does NOT include add-on price on tag
- Yes, other

Price

\_\_\_\_\_  
(9999 = Not able to obtain price)

Tax add-on

\_\_\_\_\_  
(9999 = Not able to obtain price)

Sale

- Yes
- No

Sale Type

- Reduced price
- Buy #x get #x
- Buy #x for \$priceTOTAL
- Buy #x for \$priceEACH
- Other

Sale Price

\_\_\_\_\_

Buy #xx

\_\_\_\_\_

Get #xx

\_\_\_\_\_

For \$xx.xx

\_\_\_\_\_

Minimum purchase required?

- Yes
- No

Starbucks Frappuccino, coffee flavor 4 Pack / 9.5 oz

- Yes
- No
- ( )

Price tag and soda tax on tag

- No tax mention on price tag
- Yes, tax price written on price tag as add-on, not included in total price listed
- Yes, tax price included in price on price tag (AND identified as add-on)
- Yes, tax price included in price on price tag (NOT identified as add-on)
- Yes, price tag says tax will be added at register (e.g., plus soda tax) but does NOT include add-on price on tag
- Yes, other

Price

\_\_\_\_\_  
(9999 = Not able to obtain price)

Tax add-on

\_\_\_\_\_  
(9999 = Not able to obtain price)

Sale

- Yes
- No

Sale Type

- Reduced price
- Buy #x get #x
- Buy #x for \$priceTOTAL
- Buy #x for \$priceEACH
- Other

Sale Price

\_\_\_\_\_

Buy #xx

\_\_\_\_\_

Get #xx

\_\_\_\_\_

For \$xx.xx

\_\_\_\_\_

Minimum purchase required?

- Yes
- No

tea coffee time stamp

\_\_\_\_\_  
( )

# Juice

Business ID - 6mo

---

---

**Minute Maid (Cranberry Cocktail or Cranberry/Apple/Raspberry Cocktail)**Minute Maid Cranberry or Cranberry/Apple/Raspberry  
Cocktail, 12oz (or 15.2 oz)

- 12 oz (priority)  
 15.2 oz  
 No 12 or 15.2oz"  
 ( )

Price tag and soda tax on tag

- No tax mention on price tag  
 Yes, tax price written on price tag as add-on, not included in total price listed  
 Yes, tax price included in price on price tag (AND identified as add-on)  
 Yes, tax price included in price on price tag (NOT identified as add-on)  
 Yes, price tag says tax will be added at register (e.g., plus soda tax) but does NOT include add-on price on tag  
 Yes, other

Price

---

---

(9999 = Not able to obtain price)

Tax add-on

---

---

(9999 = Not able to obtain price)

Sale

- Yes  
 No

Sale Type

- Reduced price  
 Buy #x get #x  
 Buy #x for \$priceTOTAL  
 Buy #x for \$priceEACH  
 Other

Sale Price

---

Buy #xx

---

Get #xx

---

For \$xx.xx

---

Minimum purchase required?

- Yes  
 No



Price tag and soda tax on tag

- No tax mention on price tag
- Yes, tax price written on price tag as add-on, not included in total price listed
- Yes, tax price included in price on price tag (AND identified as add-on)
- Yes, tax price included in price on price tag (NOT identified as add-on)
- Yes, price tag says tax will be added at register (e.g., plus soda tax) but does NOT include add-on price on tag
- Yes, other

Price

\_\_\_\_\_  
(9999 = Not able to obtain price)

Tax add-on

\_\_\_\_\_  
(9999 = Not able to obtain price)

Sale

- Yes
- No

Sale Type

- Reduced price
- Buy #x get #x
- Buy #x for \$priceTOTAL
- Buy #x for \$priceEACH
- Other

Sale Price

\_\_\_\_\_

Buy #xx

\_\_\_\_\_

Get #xx

\_\_\_\_\_

For \$xx.xx

\_\_\_\_\_

Minimum purchase required?

- Yes
- No

Minute Maid 100% Juice Orange, 59oz Carton (or 59oz Jug)

- 59 oz Carton (priority)
- 59 oz Jug
- None"
- ( )

Price tag and soda tax on tag

- No tax mention on price tag
- Yes, tax price written on price tag as add-on, not included in total price listed
- Yes, tax price included in price on price tag (AND identified as add-on)
- Yes, tax price included in price on price tag (NOT identified as add-on)
- Yes, price tag says tax will be added at register (e.g., plus soda tax) but does NOT include add-on price on tag
- Yes, other

Price

\_\_\_\_\_  
(9999 = Not able to obtain price)

Tax add-on

\_\_\_\_\_  
(9999 = Not able to obtain price)

Sale

- Yes
- No

Sale Type  Reduced price  
 Buy #x get #x  
 Buy #x for \$priceTOTAL  
 Buy #x for \$priceEACH  
 Other

Sale Price \_\_\_\_\_

Buy #xx \_\_\_\_\_

Get #xx \_\_\_\_\_

For \$xx.xx \_\_\_\_\_

Minimum purchase required?  Yes  
 No

**Tropicana (Cranberry Cocktail)**

Tropicana Cranberry Cocktail, 12oz (or 15.2 oz)  12 oz (priority)  
 15.2 oz  
 No 12 or 15.2oz"  
 ( )

Price tag and soda tax on tag  No tax mention on price tag  
 Yes, tax price written on price tag as add-on, not included in total price listed  
 Yes, tax price included in price on price tag (AND identified as add-on)  
 Yes, tax price included in price on price tag (NOT identified as add-on)  
 Yes, price tag says tax will be added at register (e.g., plus soda tax) but does NOT include add-on price on tag  
 Yes, other

Price \_\_\_\_\_  
(9999 = Not able to obtain price)

Tax add-on \_\_\_\_\_  
(9999 = Not able to obtain price)

Sale  Yes  
 No

Sale Type  Reduced price  
 Buy #x get #x  
 Buy #x for \$priceTOTAL  
 Buy #x for \$priceEACH  
 Other

Sale Price \_\_\_\_\_

Buy #xx \_\_\_\_\_

Get #xx \_\_\_\_\_

For \$xx.xx \_\_\_\_\_

Minimum purchase required?  Yes  
 No

---



---

**Tropicana Twister (Fruit Punch)**

Tropicana Twister Fruit Punch, 59oz

- Yes  
 No  
 ( )

Price tag and soda tax on tag

- No tax mention on price tag  
 Yes, tax price written on price tag as add-on, not included in total price listed  
 Yes, tax price included in price on price tag (AND identified as add-on)  
 Yes, tax price included in price on price tag (NOT identified as add-on)  
 Yes, price tag says tax will be added at register (e.g., plus soda tax) but does NOT include add-on price on tag  
 Yes, other

Price

---

 (9999 = Not able to obtain price)

Tax add-on

---

 (9999 = Not able to obtain price)

Sale

- Yes  
 No

Sale Type

- Reduced price  
 Buy #x get #x  
 Buy #x for \$priceTOTAL  
 Buy #x for \$priceEACH  
 Other

Sale Price

---

Buy #xx

---

Get #xx

---

For \$xx.xx

---

Minimum purchase required?

- Yes  
 No

---



---

**Tropicana 100% Juice (Orange)**

Tropicana 100% Juice Orange, 12oz (or 15.2 oz)

- 12 oz (priority)  
 15.2 oz  
 No 12 or 15.2oz"  
 ( )

Price tag and soda tax on tag

- No tax mention on price tag
- Yes, tax price written on price tag as add-on, not included in total price listed
- Yes, tax price included in price on price tag (AND identified as add-on)
- Yes, tax price included in price on price tag (NOT identified as add-on)
- Yes, price tag says tax will be added at register (e.g., plus soda tax) but does NOT include add-on price on tag
- Yes, other

Price

\_\_\_\_\_  
(9999 = Not able to obtain price)

Tax add-on

\_\_\_\_\_  
(9999 = Not able to obtain price)

Sale

- Yes
- No

Sale Type

- Reduced price
- Buy #x get #x
- Buy #x for \$priceTOTAL
- Buy #x for \$priceEACH
- Other

Sale Price

\_\_\_\_\_

Buy #xx

\_\_\_\_\_

Get #xx

\_\_\_\_\_

For \$xx.xx

\_\_\_\_\_

Minimum purchase required?

- Yes
- No

Tropicana 100% Orange Juice, 59oz Jug (or 59 oz Carton)

- 59 oz Jug (priority)
- 59 oz Carton
- None"
- ( )

Price tag and soda tax on tag

- No tax mention on price tag
- Yes, tax price written on price tag as add-on, not included in total price listed
- Yes, tax price included in price on price tag (AND identified as add-on)
- Yes, tax price included in price on price tag (NOT identified as add-on)
- Yes, price tag says tax will be added at register (e.g., plus soda tax) but does NOT include add-on price on tag
- Yes, other

Price

\_\_\_\_\_  
(9999 = Not able to obtain price)

Tax add-on

\_\_\_\_\_  
(9999 = Not able to obtain price)

Sale

- Yes
- No

Sale Type  Reduced price  
 Buy #x get #x  
 Buy #x for \$priceTOTAL  
 Buy #x for \$priceEACH  
 Other

Sale Price \_\_\_\_\_

Buy #xx \_\_\_\_\_

Get #xx \_\_\_\_\_

For \$xx.xx \_\_\_\_\_

Minimum purchase required?  Yes  
 No

**Cheapest Non-Name Brand Juice**

Cheapest Non-Name Brand Juice, 12oz (or 15.2 oz)  12 oz (priority)  
 15.2 oz  
 No 12 or 15.2oz"  
 ( )

Name of Cheapest Non-Name Brand Juice: \_\_\_\_\_  
 ( )

Price tag and soda tax on tag  No tax mention on price tag  
 Yes, tax price written on price tag as add-on, not included in total price listed  
 Yes, tax price included in price on price tag (AND identified as add-on)  
 Yes, tax price included in price on price tag (NOT identified as add-on)  
 Yes, price tag says tax will be added at register (e.g., plus soda tax) but does NOT include add-on price on tag  
 Yes, other

Price \_\_\_\_\_  
 (9999 = Not able to obtain price)

Tax add-on \_\_\_\_\_  
 (9999 = Not able to obtain price)

Sale  Yes  
 No

Sale Type  Reduced price  
 Buy #x get #x  
 Buy #x for \$priceTOTAL  
 Buy #x for \$priceEACH  
 Other

Sale Price \_\_\_\_\_

Buy #xx \_\_\_\_\_

Get #xx \_\_\_\_\_

For \$xx.xx \_\_\_\_\_

Minimum purchase required?

Yes

No

juice time stamp

( ) \_\_\_\_\_

# Kidsdrinks

Business ID - 6mo \_\_\_\_\_

---

---

## Capri Sun Juice

Capri Sun Juice 6 oz

- Yes
- No
- ( )

Price tag and soda tax on tag

- No tax mention on price tag
- Yes, tax price written on price tag as add-on, not included in total price listed
- Yes, tax price included in price on price tag (AND identified as add-on)
- Yes, tax price included in price on price tag (NOT identified as add-on)
- Yes, price tag says tax will be added at register (e.g., plus soda tax) but does NOT include add-on price on tag
- Yes, other

Price

\_\_\_\_\_  
(9999 = Not able to obtain price)

Tax add-on

\_\_\_\_\_  
(9999 = Not able to obtain price)

Sale

- Yes
- No

Sale Type

- Reduced price
- Buy #x get #x
- Buy #x for \$priceTOTAL
- Buy #x for \$priceEACH
- Other

Sale Price

\_\_\_\_\_

Buy #xx

\_\_\_\_\_

Get #xx

\_\_\_\_\_

For \$xx.xx

\_\_\_\_\_

Minimum purchase required?

- Yes
- No

Capri Sun Juice 10 pk / 6 oz

- Yes
- No
- ( )

Price tag and soda tax on tag

- No tax mention on price tag
- Yes, tax price written on price tag as add-on, not included in total price listed
- Yes, tax price included in price on price tag (AND identified as add-on)
- Yes, tax price included in price on price tag (NOT identified as add-on)
- Yes, price tag says tax will be added at register (e.g., plus soda tax) but does NOT include add-on price on tag
- Yes, other

Price

\_\_\_\_\_  
(9999 = Not able to obtain price)

Tax add-on

\_\_\_\_\_  
(9999 = Not able to obtain price)

Sale

- Yes
- No

Sale Type

- Reduced price
- Buy #x get #x
- Buy #x for \$priceTOTAL
- Buy #x for \$priceEACH
- Other

Sale Price

\_\_\_\_\_

Buy #xx

\_\_\_\_\_

Get #xx

\_\_\_\_\_

For \$xx.xx

\_\_\_\_\_

Minimum purchase required?

- Yes
- No

**Capri Sun 100% Juice**

Capri Sun 100% Juice 6 oz

- Yes
- No
- ( )

Price tag and soda tax on tag

- No tax mention on price tag
- Yes, tax price written on price tag as add-on, not included in total price listed
- Yes, tax price included in price on price tag (AND identified as add-on)
- Yes, tax price included in price on price tag (NOT identified as add-on)
- Yes, price tag says tax will be added at register (e.g., plus soda tax) but does NOT include add-on price on tag
- Yes, other

Price

\_\_\_\_\_  
(9999 = Not able to obtain price)

Tax add-on

\_\_\_\_\_  
(9999 = Not able to obtain price)

Sale  Yes  No

Sale Type  Reduced price  Buy #x get #x  Buy #x for \$priceTOTAL  Buy #x for \$priceEACH  Other

Sale Price \_\_\_\_\_

Buy #xx \_\_\_\_\_

Get #xx \_\_\_\_\_

For \$xx.xx \_\_\_\_\_

Minimum purchase required?  Yes  No

Capri Sun 100% Juice 10 pk / 6 oz  Yes  No  ( )

Price tag and soda tax on tag  No tax mention on price tag  Yes, tax price written on price tag as add-on, not included in total price listed  Yes, tax price included in price on price tag (AND identified as add-on)  Yes, tax price included in price on price tag (NOT identified as add-on)  Yes, price tag says tax will be added at register (e.g., plus soda tax) but does NOT include add-on price on tag  Yes, other

Price \_\_\_\_\_ (9999 = Not able to obtain price)

Tax add-on \_\_\_\_\_ (9999 = Not able to obtain price)

Sale  Yes  No

Sale Type  Reduced price  Buy #x get #x  Buy #x for \$priceTOTAL  Buy #x for \$priceEACH  Other

Sale Price \_\_\_\_\_

Buy #xx \_\_\_\_\_

Get #xx \_\_\_\_\_

For \$xx.xx \_\_\_\_\_

Minimum purchase required?  Yes  No

**Kool Aid**

Kool Aid Jammers 6 oz

- Yes  
 No  
 ( )

Price tag and soda tax on tag

- No tax mention on price tag  
 Yes, tax price written on price tag as add-on, not included in total price listed  
 Yes, tax price included in price on price tag (AND identified as add-on)  
 Yes, tax price included in price on price tag (NOT identified as add-on)  
 Yes, price tag says tax will be added at register (e.g., plus soda tax) but does NOT include add-on price on tag  
 Yes, other

Price

---

 (9999 = Not able to obtain price)

Tax add-on

---

 (9999 = Not able to obtain price)

Sale

- Yes  
 No

Sale Type

- Reduced price  
 Buy #x get #x  
 Buy #x for \$priceTOTAL  
 Buy #x for \$priceEACH  
 Other

Sale Price

---

Buy #xx

---

Get #xx

---

For \$xx.xx

---

Minimum purchase required?

- Yes  
 No

Kool Aid Jammers 10 pk / 6 oz

- Yes  
 No  
 ( )

Price tag and soda tax on tag

- No tax mention on price tag  
 Yes, tax price written on price tag as add-on, not included in total price listed  
 Yes, tax price included in price on price tag (AND identified as add-on)  
 Yes, tax price included in price on price tag (NOT identified as add-on)  
 Yes, price tag says tax will be added at register (e.g., plus soda tax) but does NOT include add-on price on tag  
 Yes, other

Price

---

 (9999 = Not able to obtain price)

Tax add-on \_\_\_\_\_  
(9999 = Not able to obtain price)

Sale  Yes  
 No

Sale Type  Reduced price  
 Buy #x get #x  
 Buy #x for \$priceTOTAL  
 Buy #x for \$priceEACH  
 Other

Sale Price \_\_\_\_\_

Buy #xx \_\_\_\_\_

Get #xx \_\_\_\_\_

For \$xx.xx \_\_\_\_\_

Minimum purchase required?  Yes  
 No

**Powdered Kool Aid Mix**

Powder Kool Aid Mix, 19 oz  Yes  
 No  
( )

Price tag and soda tax on tag  No tax mention on price tag  
 Yes, tax price written on price tag as add-on, not included in total price listed  
 Yes, tax price included in price on price tag (AND identified as add-on)  
 Yes, tax price included in price on price tag (NOT identified as add-on)  
 Yes, price tag says tax will be added at register (e.g., plus soda tax) but does NOT include add-on price on tag  
 Yes, other

Price \_\_\_\_\_  
(9999 = Not able to obtain price)

Tax add-on \_\_\_\_\_  
(9999 = Not able to obtain price)

Sale  Yes  
 No

Sale Type  Reduced price  
 Buy #x get #x  
 Buy #x for \$priceTOTAL  
 Buy #x for \$priceEACH  
 Other

Sale Price \_\_\_\_\_

Buy #xx \_\_\_\_\_

Get #xx \_\_\_\_\_

For \$xx.xx

Minimum purchase required?

- 
- 
- Yes
- 
- 
- No

---

**"Powdered Kool Aid Mix, SUGAR-FREE"**

Powder Kool Aid Mix SUGAR-FREE, 12-count pack of individual size packets

- 
- Yes
- 
- 
- No
- 
- ( )

Price tag and soda tax on tag

- 
- No tax mention on price tag
- 
- 
- Yes, tax price written on price tag as add-on, not included in total price listed
- 
- 
- Yes, tax price included in price on price tag (AND identified as add-on)
- 
- 
- Yes, tax price included in price on price tag (NOT identified as add-on)
- 
- 
- Yes, price tag says tax will be added at register (e.g., plus soda tax) but does NOT include add-on price on tag
- 
- 
- Yes, other

Price

---

 (9999 = Not able to obtain price)

Tax add-on

---

 (9999 = Not able to obtain price)

Sale

- 
- Yes
- 
- 
- No

Sale Type

- 
- Reduced price
- 
- 
- Buy #x get #x
- 
- 
- Buy #x for \$priceTOTAL
- 
- 
- Buy #x for \$priceEACH
- 
- 
- Other

Sale Price

---

Buy #xx

---

Get #xx

---

For \$xx.xx

---

Minimum purchase required?

- 
- Yes
- 
- 
- No

---

**Nesquik Powdered Chocolate Milk**

Nesquik Powdered Chocolate Milk, 9.3 oz

- 
- Yes
- 
- 
- No
- 
- ( )

Price tag and soda tax on tag

- No tax mention on price tag
- Yes, tax price written on price tag as add-on, not included in total price listed
- Yes, tax price included in price on price tag (AND identified as add-on)
- Yes, tax price included in price on price tag (NOT identified as add-on)
- Yes, price tag says tax will be added at register (e.g., plus soda tax) but does NOT include add-on price on tag
- Yes, other

Price

\_\_\_\_\_  
(9999 = Not able to obtain price)

Tax add-on

\_\_\_\_\_  
(9999 = Not able to obtain price)

Sale

- Yes
- No

Sale Type

- Reduced price
- Buy #x get #x
- Buy #x for \$priceTOTAL
- Buy #x for \$priceEACH
- Other

Sale Price

\_\_\_\_\_

Buy #xx

\_\_\_\_\_

Get #xx

\_\_\_\_\_

For \$xx.xx

\_\_\_\_\_

Minimum purchase required?

- Yes
- No

Nesquick Powdered Chocolate Milk, 18.7 oz

- Yes
- No
- ( )

Price tag and soda tax on tag

- No tax mention on price tag
- Yes, tax price written on price tag as add-on, not included in total price listed
- Yes, tax price included in price on price tag (AND identified as add-on)
- Yes, tax price included in price on price tag (NOT identified as add-on)
- Yes, price tag says tax will be added at register (e.g., plus soda tax) but does NOT include add-on price on tag
- Yes, other

Price

\_\_\_\_\_  
(9999 = Not able to obtain price)

Tax add-on

\_\_\_\_\_  
(9999 = Not able to obtain price)

Sale

- Yes
- No

Sale Type

- Reduced price
- Buy #x get #x
- Buy #x for \$priceTOTAL
- Buy #x for \$priceEACH
- Other

Sale Price

\_\_\_\_\_

Buy #xx

\_\_\_\_\_

Get #xx

\_\_\_\_\_

For \$xx.xx

\_\_\_\_\_

Minimum purchase required?

- Yes
- No

Nesquik Powdered Chocolate Milk, 35.5 oz

- Yes
- No
- ( )

Price tag and soda tax on tag

- No tax mention on price tag
- Yes, tax price written on price tag as add-on, not included in total price listed
- Yes, tax price included in price on price tag (AND identified as add-on)
- Yes, tax price included in price on price tag (NOT identified as add-on)
- Yes, price tag says tax will be added at register (e.g., plus soda tax) but does NOT include add-on price on tag
- Yes, other

Price

\_\_\_\_\_  
(9999 = Not able to obtain price)

Tax add-on

\_\_\_\_\_  
(9999 = Not able to obtain price)

Sale

- Yes
- No

Sale Type

- Reduced price
- Buy #x get #x
- Buy #x for \$priceTOTAL
- Buy #x for \$priceEACH
- Other

Sale Price

\_\_\_\_\_

Buy #xx

\_\_\_\_\_

Get #xx

\_\_\_\_\_

For \$xx.xx

\_\_\_\_\_

Minimum purchase required?

- Yes
- No

Nesquik Powdered Chocolate Milk, 41.9 oz

- Yes
- No
- ( )

Price tag and soda tax on tag

- No tax mention on price tag
- Yes, tax price written on price tag as add-on, not included in total price listed
- Yes, tax price included in price on price tag (AND identified as add-on)
- Yes, tax price included in price on price tag (NOT identified as add-on)
- Yes, price tag says tax will be added at register (e.g., plus soda tax) but does NOT include add-on price on tag
- Yes, other

Price

\_\_\_\_\_  
(9999 = Not able to obtain price)

Tax add-on

\_\_\_\_\_  
(9999 = Not able to obtain price)

Sale

- Yes
- No

Sale Type

- Reduced price
- Buy #x get #x
- Buy #x for \$priceTOTAL
- Buy #x for \$priceEACH
- Other

Sale Price

\_\_\_\_\_

Buy #xx

\_\_\_\_\_

Get #xx

\_\_\_\_\_

For \$xx.xx

\_\_\_\_\_

Minimum purchase required?

- Yes
- No

---

---

**"Nesquik Powdered Chocolate Milk, SUGAR-FREE"**

Nesquik SUGAR-FREE Powdered Chocolate Milk, 16 oz

- Yes
- No
- ( )

Price tag and soda tax on tag

- No tax mention on price tag
- Yes, tax price written on price tag as add-on, not included in total price listed
- Yes, tax price included in price on price tag (AND identified as add-on)
- Yes, tax price included in price on price tag (NOT identified as add-on)
- Yes, price tag says tax will be added at register (e.g., plus soda tax) but does NOT include add-on price on tag
- Yes, other

Price

\_\_\_\_\_  
(9999 = Not able to obtain price)

Tax add-on

\_\_\_\_\_  
(9999 = Not able to obtain price)

Sale  Yes  
 No

Sale Type  Reduced price  
 Buy #x get #x  
 Buy #x for \$priceTOTAL  
 Buy #x for \$priceEACH  
 Other

Sale Price \_\_\_\_\_

Buy #xx \_\_\_\_\_

Get #xx \_\_\_\_\_

For \$xx.xx \_\_\_\_\_

Minimum purchase required?  Yes  
 No

kids drinks time stamp  
\_\_\_\_\_ ( )

# Lemonade

Business ID - 6mo \_\_\_\_\_

---

---

## Powder Country Time Lemonade Mix

Country Time Lemonade Powder Mix, 19 oz

- Yes
- No
- ( )

Price tag and soda tax on tag

- No tax mention on price tag
- Yes, tax price written on price tag as add-on, not included in total price listed
- Yes, tax price included in price on price tag (AND identified as add-on)
- Yes, tax price included in price on price tag (NOT identified as add-on)
- Yes, price tag says tax will be added at register (e.g., plus soda tax) but does NOT include add-on price on tag
- Yes, other

Price

\_\_\_\_\_  
(9999 = Not able to obtain price)

Tax add-on

\_\_\_\_\_  
(9999 = Not able to obtain price)

Sale

- Yes
- No

Sale Type

- Reduced price
- Buy #x get #x
- Buy #x for \$priceTOTAL
- Buy #x for \$priceEACH
- Other

Sale Price

\_\_\_\_\_

Buy #xx

\_\_\_\_\_

Get #xx

\_\_\_\_\_

For \$xx.xx

\_\_\_\_\_

Minimum purchase required?

- Yes
- No

Country Time Lemonade Powder Mix, 29 oz

- Yes
- No
- ( )

Price tag and soda tax on tag

- No tax mention on price tag
- Yes, tax price written on price tag as add-on, not included in total price listed
- Yes, tax price included in price on price tag (AND identified as add-on)
- Yes, tax price included in price on price tag (NOT identified as add-on)
- Yes, price tag says tax will be added at register (e.g., plus soda tax) but does NOT include add-on price on tag
- Yes, other

Price

\_\_\_\_\_  
(9999 = Not able to obtain price)

Tax add-on

\_\_\_\_\_  
(9999 = Not able to obtain price)

Sale

- Yes
- No

Sale Type

- Reduced price
- Buy #x get #x
- Buy #x for \$priceTOTAL
- Buy #x for \$priceEACH
- Other

Sale Price

\_\_\_\_\_

Buy #xx

\_\_\_\_\_

Get #xx

\_\_\_\_\_

For \$xx.xx

\_\_\_\_\_

Minimum purchase required?

- Yes
- No

Country Time Lemonade Powder Mix, 82.5 oz

- Yes
- No
- ( )

Price tag and soda tax on tag

- No tax mention on price tag
- Yes, tax price written on price tag as add-on, not included in total price listed
- Yes, tax price included in price on price tag (AND identified as add-on)
- Yes, tax price included in price on price tag (NOT identified as add-on)
- Yes, price tag says tax will be added at register (e.g., plus soda tax) but does NOT include add-on price on tag
- Yes, other

Price

\_\_\_\_\_  
(9999 = Not able to obtain price)

Tax add-on

\_\_\_\_\_  
(9999 = Not able to obtain price)

Sale

- Yes
- No

Sale Type  Reduced price  
 Buy #x get #x  
 Buy #x for \$priceTOTAL  
 Buy #x for \$priceEACH  
 Other

Sale Price \_\_\_\_\_

Buy #xx \_\_\_\_\_

Get #xx \_\_\_\_\_

For \$xx.xx \_\_\_\_\_

Minimum purchase required?  Yes  
 No

Country Time Lemonade Powder Mix, 116 oz  Yes  
 No  
 ( )

Price tag and soda tax on tag  No tax mention on price tag  
 Yes, tax price written on price tag as add-on, not included in total price listed  
 Yes, tax price included in price on price tag (AND identified as add-on)  
 Yes, tax price included in price on price tag (NOT identified as add-on)  
 Yes, price tag says tax will be added at register (e.g., plus soda tax) but does NOT include add-on price on tag  
 Yes, other

Price \_\_\_\_\_  
 (9999 = Not able to obtain price)

Tax add-on \_\_\_\_\_  
 (9999 = Not able to obtain price)

Sale  Yes  
 No

Sale Type  Reduced price  
 Buy #x get #x  
 Buy #x for \$priceTOTAL  
 Buy #x for \$priceEACH  
 Other

Sale Price \_\_\_\_\_

Buy #xx \_\_\_\_\_

Get #xx \_\_\_\_\_

For \$xx.xx \_\_\_\_\_

Minimum purchase required?  Yes  
 No

Country Time Lemonade Powder Mix, 10-pack individual serving size packets  Yes  
 No  
 ( )

Price tag and soda tax on tag

- No tax mention on price tag
- Yes, tax price written on price tag as add-on, not included in total price listed
- Yes, tax price included in price on price tag (AND identified as add-on)
- Yes, tax price included in price on price tag (NOT identified as add-on)
- Yes, price tag says tax will be added at register (e.g., plus soda tax) but does NOT include add-on price on tag
- Yes, other

Price

\_\_\_\_\_  
(9999 = Not able to obtain price)

Tax add-on

\_\_\_\_\_  
(9999 = Not able to obtain price)

Sale

- Yes
- No

Sale Type

- Reduced price
- Buy #x get #x
- Buy #x for \$priceTOTAL
- Buy #x for \$priceEACH
- Other

Sale Price

\_\_\_\_\_

Buy #xx

\_\_\_\_\_

Get #xx

\_\_\_\_\_

For \$xx.xx

\_\_\_\_\_

Minimum purchase required?

- Yes
- No

---

---

**Powder Crystal Lite Lemonade Mix**

Crystal Lite Lemonade Powder Mix, 6-pack pitcher packets

- Yes
- No
- ( )

Priority = regular lemonade, if not available, pink lemonade or sweet tea is OK

Price tag and soda tax on tag

- No tax mention on price tag
- Yes, tax price written on price tag as add-on, not included in total price listed
- Yes, tax price included in price on price tag (AND identified as add-on)
- Yes, tax price included in price on price tag (NOT identified as add-on)
- Yes, price tag says tax will be added at register (e.g., plus soda tax) but does NOT include add-on price on tag
- Yes, other

Price

\_\_\_\_\_  
(9999 = Not able to obtain price)

Tax add-on \_\_\_\_\_  
(9999 = Not able to obtain price)

Sale  Yes  
 No

Sale Type  Reduced price  
 Buy #x get #x  
 Buy #x for \$priceTOTAL  
 Buy #x for \$priceEACH  
 Other

Sale Price \_\_\_\_\_

Buy #xx \_\_\_\_\_

Get #xx \_\_\_\_\_

For \$xx.xx \_\_\_\_\_

Minimum purchase required?  Yes  
 No

Crystal Lite Lemonade Powder Mix, 10-pack on-the-go packets  Yes  
 No  
( )

Priority = regular lemonade, if not available, pink lemonade or sweet tea is OK

Price tag and soda tax on tag  No tax mention on price tag  
 Yes, tax price written on price tag as add-on, not included in total price listed  
 Yes, tax price included in price on price tag (AND identified as add-on)  
 Yes, tax price included in price on price tag (NOT identified as add-on)  
 Yes, price tag says tax will be added at register (e.g., plus soda tax) but does NOT include add-on price on tag  
 Yes, other

Price \_\_\_\_\_  
(9999 = Not able to obtain price)

Tax add-on \_\_\_\_\_  
(9999 = Not able to obtain price)

Sale  Yes  
 No

Sale Type  Reduced price  
 Buy #x get #x  
 Buy #x for \$priceTOTAL  
 Buy #x for \$priceEACH  
 Other

Sale Price \_\_\_\_\_

Buy #xx \_\_\_\_\_

Get #xx \_\_\_\_\_

For \$xx.xx \_\_\_\_\_

Minimum purchase required?

Yes

No

lemonade time stamp

( ) \_\_\_\_\_

# Water

Business ID - 6mo \_\_\_\_\_

---

---

## Ice Mountain

Ice Mountain, 8 oz

- Yes  
 No  
 ( )

Price tag and soda tax on tag

- No tax mention on price tag  
 Yes, tax price written on price tag as add-on, not included in total price listed  
 Yes, tax price included in price on price tag (AND identified as add-on)  
 Yes, tax price included in price on price tag (NOT identified as add-on)  
 Yes, price tag says tax will be added at register (e.g., plus soda tax) but does NOT include add-on price on tag  
 Yes, other

Price

\_\_\_\_\_  
(9999 = Not able to obtain price)

Tax add-on

\_\_\_\_\_  
(9999 = Not able to obtain price)

Sale

- Yes  
 No

Sale Type

- Reduced price  
 Buy #x get #x  
 Buy #x for \$priceTOTAL  
 Buy #x for \$priceEACH  
 Other

Sale Price

\_\_\_\_\_

Buy #xx

\_\_\_\_\_

Get #xx

\_\_\_\_\_

For \$xx.xx

\_\_\_\_\_

Minimum purchase required?

- Yes  
 No

Ice Mountain, 20 oz (if not available, 16.9 oz)

- 20 oz (priority)  
 16.9 oz  
 None"  
 ( )

Price tag and soda tax on tag

- No tax mention on price tag
- Yes, tax price written on price tag as add-on, not included in total price listed
- Yes, tax price included in price on price tag (AND identified as add-on)
- Yes, tax price included in price on price tag (NOT identified as add-on)
- Yes, price tag says tax will be added at register (e.g., plus soda tax) but does NOT include add-on price on tag
- Yes, other

Price

\_\_\_\_\_  
(9999 = Not able to obtain price)

Tax add-on

\_\_\_\_\_  
(9999 = Not able to obtain price)

Sale

- Yes
- No

Sale Type

- Reduced price
- Buy #x get #x
- Buy #x for \$priceTOTAL
- Buy #x for \$priceEACH
- Other

Sale Price

\_\_\_\_\_

Buy #xx

\_\_\_\_\_

Get #xx

\_\_\_\_\_

For \$xx.xx

\_\_\_\_\_

Minimum purchase required?

- Yes
- No

Ice Mountain, 24 pk / 16.9 oz

- Yes
- No
- ( )

Price tag and soda tax on tag

- No tax mention on price tag
- Yes, tax price written on price tag as add-on, not included in total price listed
- Yes, tax price included in price on price tag (AND identified as add-on)
- Yes, tax price included in price on price tag (NOT identified as add-on)
- Yes, price tag says tax will be added at register (e.g., plus soda tax) but does NOT include add-on price on tag
- Yes, other

Price

\_\_\_\_\_  
(9999 = Not able to obtain price)

Tax add-on

\_\_\_\_\_  
(9999 = Not able to obtain price)

Sale

- Yes
- No

Sale Type  Reduced price  
 Buy #x get #x  
 Buy #x for \$priceTOTAL  
 Buy #x for \$priceEACH  
 Other

Sale Price \_\_\_\_\_

Buy #xx \_\_\_\_\_

Get #xx \_\_\_\_\_

For \$xx.xx \_\_\_\_\_

Minimum purchase required?  Yes  
 No

**Aquafina Water**

Aquafina Water, 20 oz (if not available, 16.9 oz)  20 oz (priority)  
 16.9 oz  
 None"  
 ( )

Price tag and soda tax on tag  No tax mention on price tag  
 Yes, tax price written on price tag as add-on, not included in total price listed  
 Yes, tax price included in price on price tag (AND identified as add-on)  
 Yes, tax price included in price on price tag (NOT identified as add-on)  
 Yes, price tag says tax will be added at register (e.g., plus soda tax) but does NOT include add-on price on tag  
 Yes, other

Price \_\_\_\_\_  
(9999 = Not able to obtain price)

Tax add-on \_\_\_\_\_  
(9999 = Not able to obtain price)

Sale  Yes  
 No

Sale Type  Reduced price  
 Buy #x get #x  
 Buy #x for \$priceTOTAL  
 Buy #x for \$priceEACH  
 Other

Sale Price \_\_\_\_\_

Buy #xx \_\_\_\_\_

Get #xx \_\_\_\_\_

For \$xx.xx \_\_\_\_\_

Minimum purchase required?  Yes  
 No

**Dasani Water**

Dasani Water, 20 oz (if not available, 16.9 oz)

- 20 oz (priority)  
 16.9 oz  
 None"  
 ( )

Price tag and soda tax on tag

- No tax mention on price tag  
 Yes, tax price written on price tag as add-on, not included in total price listed  
 Yes, tax price included in price on price tag (AND identified as add-on)  
 Yes, tax price included in price on price tag (NOT identified as add-on)  
 Yes, price tag says tax will be added at register (e.g., plus soda tax) but does NOT include add-on price on tag  
 Yes, other

Price

\_\_\_\_\_  
(9999 = Not able to obtain price)

Tax add-on

\_\_\_\_\_  
(9999 = Not able to obtain price)

Sale

- Yes  
 No

Sale Type

- Reduced price  
 Buy #x get #x  
 Buy #x for \$priceTOTAL  
 Buy #x for \$priceEACH  
 Other

Sale Price

\_\_\_\_\_

Buy #xx

\_\_\_\_\_

Get #xx

\_\_\_\_\_

For \$xx.xx

\_\_\_\_\_

Minimum purchase required?

- Yes  
 No

**Cheapest Bottled Water**

Cheapest Bottles Water, 20 oz (if not available, 16.9 oz)

- 20 oz (priority)  
 16.9 oz  
 None"  
 ( )

Price tag and soda tax on tag

- No tax mention on price tag
- Yes, tax price written on price tag as add-on, not included in total price listed
- Yes, tax price included in price on price tag (AND identified as add-on)
- Yes, tax price included in price on price tag (NOT identified as add-on)
- Yes, price tag says tax will be added at register (e.g., plus soda tax) but does NOT include add-on price on tag
- Yes, other

Price

\_\_\_\_\_  
(9999 = Not able to obtain price)

Tax add-on

\_\_\_\_\_  
(9999 = Not able to obtain price)

Sale

- Yes
- No

Sale Type

- Reduced price
- Buy #x get #x
- Buy #x for \$priceTOTAL
- Buy #x for \$priceEACH
- Other

Sale Price

\_\_\_\_\_

Buy #xx

\_\_\_\_\_

Get #xx

\_\_\_\_\_

For \$xx.xx

\_\_\_\_\_

Minimum purchase required?

- Yes
- No

**LaCroix Sparkling Water**

LaCroix Sparkling Waterr, 12 oz

- Yes
- No
- ( )

Price tag and soda tax on tag

- No tax mention on price tag
- Yes, tax price written on price tag as add-on, not included in total price listed
- Yes, tax price included in price on price tag (AND identified as add-on)
- Yes, tax price included in price on price tag (NOT identified as add-on)
- Yes, price tag says tax will be added at register (e.g., plus soda tax) but does NOT include add-on price on tag
- Yes, other

Price

\_\_\_\_\_  
(9999 = Not able to obtain price)

Tax add-on

\_\_\_\_\_  
(9999 = Not able to obtain price)

Sale  Yes  
 No

Sale Type  Reduced price  
 Buy #x get #x  
 Buy #x for \$priceTOTAL  
 Buy #x for \$priceEACH  
 Other

Sale Price \_\_\_\_\_

Buy #xx \_\_\_\_\_

Get #xx \_\_\_\_\_

For \$xx.xx \_\_\_\_\_

Minimum purchase required?  Yes  
 No

water time stamp \_\_\_\_\_  
( )

# Milk

Business ID - 6mo \_\_\_\_\_

## "Milk Whole, unflavored (cheapest)"

### Note: Cheapest includes sale price"

Milk Whole, unflavored (cheapest), 1/2 gallon

- Yes
- No
- ( )

Price tag and soda tax on tag

- No tax mention on price tag
- Yes, tax price written on price tag as add-on, not included in total price listed
- Yes, tax price included in price on price tag (AND identified as add-on)
- Yes, tax price included in price on price tag (NOT identified as add-on)
- Yes, price tag says tax will be added at register (e.g., plus soda tax) but does NOT include add-on price on tag
- Yes, other

Price

\_\_\_\_\_  
(9999 = Not able to obtain price)

Tax add-on

\_\_\_\_\_  
(9999 = Not able to obtain price)

Sale

- Yes
- No

Sale Type

- Reduced price
- Buy #x get #x
- Buy #x for \$priceTOTAL
- Buy #x for \$priceEACH
- Other

Sale Price

\_\_\_\_\_

Buy #xx

\_\_\_\_\_

Get #xx

\_\_\_\_\_

For \$xx.xx

\_\_\_\_\_

Minimum purchase required?

- Yes
- No

Milk Whole, unflavored (cheapest), 1 gallon

- Yes
- No
- ( )

Price tag and soda tax on tag

- No tax mention on price tag
- Yes, tax price written on price tag as add-on, not included in total price listed
- Yes, tax price included in price on price tag (AND identified as add-on)
- Yes, tax price included in price on price tag (NOT identified as add-on)
- Yes, price tag says tax will be added at register (e.g., plus soda tax) but does NOT include add-on price on tag
- Yes, other

Price

\_\_\_\_\_  
(9999 = Not able to obtain price)

Tax add-on

\_\_\_\_\_  
(9999 = Not able to obtain price)

Sale

- Yes
- No

Sale Type

- Reduced price
- Buy #x get #x
- Buy #x for \$priceTOTAL
- Buy #x for \$priceEACH
- Other

Sale Price

\_\_\_\_\_

Buy #xx

\_\_\_\_\_

Get #xx

\_\_\_\_\_

For \$xx.xx

\_\_\_\_\_

Minimum purchase required?

- Yes
- No

**"Milk 2%, unflavored (cheapest)**

**Note: Cheapest includes sale price"**

Milk 2%, unflavored (cheapest), 1/2 gallon

- Yes
- No
- ( )

Price tag and soda tax on tag

- No tax mention on price tag
- Yes, tax price written on price tag as add-on, not included in total price listed
- Yes, tax price included in price on price tag (AND identified as add-on)
- Yes, tax price included in price on price tag (NOT identified as add-on)
- Yes, price tag says tax will be added at register (e.g., plus soda tax) but does NOT include add-on price on tag
- Yes, other

Price

\_\_\_\_\_  
(9999 = Not able to obtain price)

Tax add-on \_\_\_\_\_  
(9999 = Not able to obtain price)

Sale  Yes  
 No

Sale Type  Reduced price  
 Buy #x get #x  
 Buy #x for \$priceTOTAL  
 Buy #x for \$priceEACH  
 Other

Sale Price \_\_\_\_\_

Buy #xx \_\_\_\_\_

Get #xx \_\_\_\_\_

For \$xx.xx \_\_\_\_\_

Minimum purchase required?  Yes  
 No

Milk 2%, unflavored (cheapest), 1 gallon  Yes  
 No  
( )

Price tag and soda tax on tag  No tax mention on price tag  
 Yes, tax price written on price tag as add-on, not included in total price listed  
 Yes, tax price included in price on price tag (AND identified as add-on)  
 Yes, tax price included in price on price tag (NOT identified as add-on)  
 Yes, price tag says tax will be added at register (e.g., plus soda tax) but does NOT include add-on price on tag  
 Yes, other

Price \_\_\_\_\_  
(9999 = Not able to obtain price)

Tax add-on \_\_\_\_\_  
(9999 = Not able to obtain price)

Sale  Yes  
 No

Sale Type  Reduced price  
 Buy #x get #x  
 Buy #x for \$priceTOTAL  
 Buy #x for \$priceEACH  
 Other

Sale Price \_\_\_\_\_

Buy #xx \_\_\_\_\_

Get #xx \_\_\_\_\_

For \$xx.xx \_\_\_\_\_

Minimum purchase required?  Yes  
 No

**"Milk 1%, unflavored (cheapest)"**

Milk 1%, unflavored (cheapest), 1/2 gallon

- Yes
- No
- ( )

Price tag and soda tax on tag

- No tax mention on price tag
- Yes, tax price written on price tag as add-on, not included in total price listed
- Yes, tax price included in price on price tag (AND identified as add-on)
- Yes, tax price included in price on price tag (NOT identified as add-on)
- Yes, price tag says tax will be added at register (e.g., plus soda tax) but does NOT include add-on price on tag
- Yes, other

Price

\_\_\_\_\_  
(9999 = Not able to obtain price)

Tax add-on

\_\_\_\_\_  
(9999 = Not able to obtain price)

Sale

- Yes
- No

Sale Type

- Reduced price
- Buy #x get #x
- Buy #x for \$priceTOTAL
- Buy #x for \$priceEACH
- Other

Sale Price

\_\_\_\_\_

Buy #xx

\_\_\_\_\_

Get #xx

\_\_\_\_\_

For \$xx.xx

\_\_\_\_\_

Minimum purchase required?

- Yes
- No

Milk 1%, unflavored (cheapest), 1 gallon

- Yes
- No
- ( )

Price tag and soda tax on tag

- No tax mention on price tag
- Yes, tax price written on price tag as add-on, not included in total price listed
- Yes, tax price included in price on price tag (AND identified as add-on)
- Yes, tax price included in price on price tag (NOT identified as add-on)
- Yes, price tag says tax will be added at register (e.g., plus soda tax) but does NOT include add-on price on tag
- Yes, other

Price

\_\_\_\_\_  
(9999 = Not able to obtain price)

Tax add-on \_\_\_\_\_  
(9999 = Not able to obtain price)

Sale  Yes  
 No

Sale Type  Reduced price  
 Buy #x get #x  
 Buy #x for \$priceTOTAL  
 Buy #x for \$priceEACH  
 Other

Sale Price \_\_\_\_\_

Buy #xx \_\_\_\_\_

Get #xx \_\_\_\_\_

For \$xx.xx \_\_\_\_\_

Minimum purchase required?  Yes  
 No

**"Milk Skim / Fat-free, unflavored (cheapest)**

**Note: Cheapest includes sale price"**

Milk Skim / Fat-free, unflavored (cheapest), 1/2 gallon  Yes  
 No  
( )

Price tag and soda tax on tag  No tax mention on price tag  
 Yes, tax price written on price tag as add-on, not included in total price listed  
 Yes, tax price included in price on price tag (AND identified as add-on)  
 Yes, tax price included in price on price tag (NOT identified as add-on)  
 Yes, price tag says tax will be added at register (e.g., plus soda tax) but does NOT include add-on price on tag  
 Yes, other

Price \_\_\_\_\_  
(9999 = Not able to obtain price)

Tax add-on \_\_\_\_\_  
(9999 = Not able to obtain price)

Sale  Yes  
 No

Sale Type  Reduced price  
 Buy #x get #x  
 Buy #x for \$priceTOTAL  
 Buy #x for \$priceEACH  
 Other

Sale Price \_\_\_\_\_

Buy #xx \_\_\_\_\_

Get #xx	_____
For \$xx.xx	_____
Minimum purchase required?	<input type="radio"/> Yes <input type="radio"/> No
Milk Skim / Fat-free, unflavored (cheapest), 1 gallon	<input type="radio"/> Yes <input type="radio"/> No ( )
Price tag and soda tax on tag	<input type="radio"/> No tax mention on price tag <input type="radio"/> Yes, tax price written on price tag as add-on, not included in total price listed <input type="radio"/> Yes, tax price included in price on price tag (AND identified as add-on) <input type="radio"/> Yes, tax price included in price on price tag (NOT identified as add-on) <input type="radio"/> Yes, price tag says tax will be added at register (e.g., plus soda tax) but does NOT include add-on price on tag <input type="radio"/> Yes, other
Price	_____ (9999 = Not able to obtain price)
Tax add-on	_____ (9999 = Not able to obtain price)
Sale	<input type="radio"/> Yes <input type="radio"/> No
Sale Type	<input type="radio"/> Reduced price <input type="radio"/> Buy #x get #x <input type="radio"/> Buy #x for \$priceTOTAL <input type="radio"/> Buy #x for \$priceEACH <input type="radio"/> Other
Sale Price	_____
Buy #xx	_____
Get #xx	_____
For \$xx.xx	_____
Minimum purchase required?	<input type="radio"/> Yes <input type="radio"/> No

---



---

### "Chocolate Milk, Any fat (cheapest)

#### **Note: Cheapest includes sale price"**

Chocolate Milk, Any fat (cheapest), 14 oz A 14oz bottle of milk is usually the single-serving bottles, e.g., the Nesquik bottles	<input type="radio"/> Yes <input type="radio"/> No ( )
---	--

Price tag and soda tax on tag

- No tax mention on price tag
- Yes, tax price written on price tag as add-on, not included in total price listed
- Yes, tax price included in price on price tag (AND identified as add-on)
- Yes, tax price included in price on price tag (NOT identified as add-on)
- Yes, price tag says tax will be added at register (e.g., plus soda tax) but does NOT include add-on price on tag
- Yes, other

Price

\_\_\_\_\_  
(9999 = Not able to obtain price)

Tax add-on

\_\_\_\_\_  
(9999 = Not able to obtain price)

Sale

- Yes
- No

Sale Type

- Reduced price
- Buy #x get #x
- Buy #x for \$priceTOTAL
- Buy #x for \$priceEACH
- Other

Sale Price

\_\_\_\_\_

Buy #xx

\_\_\_\_\_

Get #xx

\_\_\_\_\_

For \$xx.xx

\_\_\_\_\_

Minimum purchase required?

- Yes
- No

Chocolate Milk, Any fat (cheapest), 1/2 gallon

- Yes
- No
- ( )

Price tag and soda tax on tag

- No tax mention on price tag
- Yes, tax price written on price tag as add-on, not included in total price listed
- Yes, tax price included in price on price tag (AND identified as add-on)
- Yes, tax price included in price on price tag (NOT identified as add-on)
- Yes, price tag says tax will be added at register (e.g., plus soda tax) but does NOT include add-on price on tag
- Yes, other

Price

\_\_\_\_\_  
(9999 = Not able to obtain price)

Tax add-on

\_\_\_\_\_  
(9999 = Not able to obtain price)

Sale

- Yes
- No

Sale Type

- Reduced price
- Buy #x get #x
- Buy #x for \$priceTOTAL
- Buy #x for \$priceEACH
- Other

Sale Price

\_\_\_\_\_

Buy #xx

\_\_\_\_\_

Get #xx

\_\_\_\_\_

For \$xx.xx

\_\_\_\_\_

Minimum purchase required?

- Yes
- No

Chocolate Milk, Any fat (cheapest), 1 gallon

- Yes
- No
- ( )

Price tag and soda tax on tag

- No tax mention on price tag
- Yes, tax price written on price tag as add-on, not included in total price listed
- Yes, tax price included in price on price tag (AND identified as add-on)
- Yes, tax price included in price on price tag (NOT identified as add-on)
- Yes, price tag says tax will be added at register (e.g., plus soda tax) but does NOT include add-on price on tag
- Yes, other

Price

\_\_\_\_\_  
(9999 = Not able to obtain price)

Tax add-on

\_\_\_\_\_  
(9999 = Not able to obtain price)

Sale

- Yes
- No

Sale Type

- Reduced price
- Buy #x get #x
- Buy #x for \$priceTOTAL
- Buy #x for \$priceEACH
- Other

Sale Price

\_\_\_\_\_

Buy #xx

\_\_\_\_\_

Get #xx

\_\_\_\_\_

For \$xx.xx

\_\_\_\_\_

Minimum purchase required?

- Yes
- No

milk time stamp

\_\_\_\_\_  
( )

# Fountaindrinks

Business ID - 6mo \_\_\_\_\_

---

---

## Fountain Drinks

Are any fountain drinks available?

- Yes  
 No  
 ()

'Kids' fountain drinks available

- Yes  
 No  
 ()

Ounces

\_\_\_\_\_  
( )

Price tag and soda tax on tag

- No tax mention on price tag  
 Yes, tax price written on price tag as add-on, not included in total price listed  
 Yes, tax price included in price on price tag (AND identified as add-on)  
 Yes, tax price included in price on price tag (NOT identified as add-on)  
 Yes, price tag says tax will be added at register (e.g., plus soda tax) but does NOT include add-on price on tag  
 Yes, other

Price

\_\_\_\_\_  
(9999 = Not able to obtain price)

Tax add-on

\_\_\_\_\_  
(9999 = Not able to obtain price)

Sale

- Yes  
 No

Sale Type

- Reduced price  
 Buy #x get #x  
 Buy #x for \$priceTOTAL  
 Buy #x for \$priceEACH  
 Other

Sale Price

\_\_\_\_\_

Buy #xx

\_\_\_\_\_

Get #xx

\_\_\_\_\_

For \$xx.xx

\_\_\_\_\_

Minimum purchase required?

- Yes  
 No

'Small' fountain drinks available

- Yes  
 No  
 ()

Ounces

\_\_\_\_\_  
( )

Price tag and soda tax on tag

- No tax mention on price tag
- Yes, tax price written on price tag as add-on, not included in total price listed
- Yes, tax price included in price on price tag (AND identified as add-on)
- Yes, tax price included in price on price tag (NOT identified as add-on)
- Yes, price tag says tax will be added at register (e.g., plus soda tax) but does NOT include add-on price on tag
- Yes, other

Price

\_\_\_\_\_  
(9999 = Not able to obtain price)

Tax add-on

\_\_\_\_\_  
(9999 = Not able to obtain price)

Sale

- Yes
- No

Sale Type

- Reduced price
- Buy #x get #x
- Buy #x for \$priceTOTAL
- Buy #x for \$priceEACH
- Other

Sale Price

\_\_\_\_\_

Buy #xx

\_\_\_\_\_

Get #xx

\_\_\_\_\_

For \$xx.xx

\_\_\_\_\_

Minimum purchase required?

- Yes
- No

'Medium' fountain drinks available

- Yes
- No
- ( )

Ounces

\_\_\_\_\_  
( )

Price tag and soda tax on tag

- No tax mention on price tag
- Yes, tax price written on price tag as add-on, not included in total price listed
- Yes, tax price included in price on price tag (AND identified as add-on)
- Yes, tax price included in price on price tag (NOT identified as add-on)
- Yes, price tag says tax will be added at register (e.g., plus soda tax) but does NOT include add-on price on tag
- Yes, other

Price

\_\_\_\_\_  
(9999 = Not able to obtain price)

Tax add-on (9999 = Not able to obtain price)

---

Sale  Yes  
 No

Sale Type  Reduced price  
 Buy #x get #x  
 Buy #x for \$priceTOTAL  
 Buy #x for \$priceEACH  
 Other

Sale Price \_\_\_\_\_

Buy #xx \_\_\_\_\_

Get #xx \_\_\_\_\_

For \$xx.xx \_\_\_\_\_

Minimum purchase required?  Yes  
 No

'Large' fountain drinks available  Yes  
 No  
( )

Ounces \_\_\_\_\_  
( )

Price tag and soda tax on tag  No tax mention on price tag  
 Yes, tax price written on price tag as add-on, not included in total price listed  
 Yes, tax price included in price on price tag (AND identified as add-on)  
 Yes, tax price included in price on price tag (NOT identified as add-on)  
 Yes, price tag says tax will be added at register (e.g., plus soda tax) but does NOT include add-on price on tag  
 Yes, other

Price (9999 = Not able to obtain price)

---

Tax add-on (9999 = Not able to obtain price)

---

Sale  Yes  
 No

Sale Type  Reduced price  
 Buy #x get #x  
 Buy #x for \$priceTOTAL  
 Buy #x for \$priceEACH  
 Other

Sale Price \_\_\_\_\_

Buy #xx \_\_\_\_\_

Get #xx \_\_\_\_\_

For \$xx.xx \_\_\_\_\_

Minimum purchase required?

- Yes
- No

'XL' fountain drinks available

- Yes
- No
- ( )

Ounces

\_\_\_\_\_

( )

Price tag and soda tax on tag

- No tax mention on price tag
- Yes, tax price written on price tag as add-on, not included in total price listed
- Yes, tax price included in price on price tag (AND identified as add-on)
- Yes, tax price included in price on price tag (NOT identified as add-on)
- Yes, price tag says tax will be added at register (e.g., plus soda tax) but does NOT include add-on price on tag
- Yes, other

Price

\_\_\_\_\_

(9999 = Not able to obtain price)

Tax add-on

\_\_\_\_\_

(9999 = Not able to obtain price)

Sale

- Yes
- No

Sale Type

- Reduced price
- Buy #x get #x
- Buy #x for \$priceTOTAL
- Buy #x for \$priceEACH
- Other

Sale Price

\_\_\_\_\_

Buy #xx

\_\_\_\_\_

Get #xx

\_\_\_\_\_

For \$xx.xx

\_\_\_\_\_

Minimum purchase required?

- Yes
- No

'XXL' fountain drinks available

- Yes
- No
- ( )

Ounces

\_\_\_\_\_

( )

Price tag and soda tax on tag

- No tax mention on price tag
- Yes, tax price written on price tag as add-on, not included in total price listed
- Yes, tax price included in price on price tag (AND identified as add-on)
- Yes, tax price included in price on price tag (NOT identified as add-on)
- Yes, price tag says tax will be added at register (e.g., plus soda tax) but does NOT include add-on price on tag
- Yes, other

Price

\_\_\_\_\_  
(9999 = Not able to obtain price)

Tax add-on

\_\_\_\_\_  
(9999 = Not able to obtain price)

Sale

- Yes
- No

Sale Type

- Reduced price
- Buy #x get #x
- Buy #x for \$priceTOTAL
- Buy #x for \$priceEACH
- Other

Sale Price

\_\_\_\_\_

Buy #xx

\_\_\_\_\_

Get #xx

\_\_\_\_\_

For \$xx.xx

\_\_\_\_\_

Minimum purchase required?

- Yes
- No

---

---

**Drink Availability**

Which fountain drinks are available:

- Coke
- Diet Coke
- Pepsi
- Diet Pepsi
- Sprite
- Sprite Zero
- Fanta
- Mountain Dew
- Diet Mountain Dew
- Dr Pepper
- Diet Dr Pepper
- Root Beer
- Sweetened Tea
- Unsweetened Tea / Diet Tea
- Lemonade
- Lite Lemonade
- Sports Drink
- Diet Sports Drink
- Energy Drink
- Diet Energy Drink
- Juice Drink
- 100% Juice
- Water
- Other
- ( )

Other fountain drink:

\_\_\_\_\_ ( )

**Refills**

Are free refills offered for fountain beverages at this location?

- Yes
- No
- ( If no sign and the machine is self-serve, then YES it is free refill)

**Self-Service**

Is the fountain beverage machine self-serve?

- Yes
- No
- ( )

fountain drinks time stamp

\_\_\_\_\_ ( )

# Snacks

Business ID - 6mo \_\_\_\_\_

## Chips

Lay's Regular Potato Chips, Salted 2.75 oz

- Yes
- No
- ( )

Price \_\_\_\_\_

(9999 = Not able to obtain price)

Sale

- Yes
- No

Sale Type

- Reduced price
- Buy #x get #x
- Buy #x for \$priceTOTAL
- Buy #x for \$priceEACH
- Other

Sale Price \_\_\_\_\_

Buy #xx \_\_\_\_\_

Get #xx \_\_\_\_\_

For \$xx.xx \_\_\_\_\_

Minimum purchase required?

- Yes
- No

Lay's Regular Potato Chips, Salted 10 oz

- Yes
- No
- ( )

Might be called Family Size

Price \_\_\_\_\_

(9999 = Not able to obtain price)

Sale

- Yes
- No

Sale Type

- Reduced price
- Buy #x get #x
- Buy #x for \$priceTOTAL
- Buy #x for \$priceEACH
- Other

Sale Price \_\_\_\_\_

Buy #xx \_\_\_\_\_

Get #xx \_\_\_\_\_

For \$xx.xx \_\_\_\_\_

Minimum purchase required?

- Yes
- No

Pringles Regular Potato Chips, Salted 2.36 oz

- Yes
- No
- ( )

Price

\_\_\_\_\_  
(9999 = Not able to obtain price)

Sale

- Yes
- No

Sale Type

- Reduced price
- Buy #x get #x
- Buy #x for \$priceTOTAL
- Buy #x for \$priceEACH
- Other

Sale Price

\_\_\_\_\_

Buy #xx

\_\_\_\_\_

Get #xx

\_\_\_\_\_

For \$xx.xx

\_\_\_\_\_

Minimum purchase required?

- Yes
- No

Pringles Regular Potato Chips, Salted 5.2 oz

- Yes
- No
- ( )

Price

\_\_\_\_\_  
(9999 = Not able to obtain price)

Sale

- Yes
- No

Sale Type

- Reduced price
- Buy #x get #x
- Buy #x for \$priceTOTAL
- Buy #x for \$priceEACH
- Other

Sale Price

\_\_\_\_\_

Buy #xx

\_\_\_\_\_

Get #xx

\_\_\_\_\_

For \$xx.xx

\_\_\_\_\_

Minimum purchase required?

- Yes
- No

**"Cookies, Original Oreos"**

Cookies, Original Oreos 2 oz

- Yes
- No
- ( )

Price

\_\_\_\_\_  
(9999 = Not able to obtain price)

Sale

- Yes
- No

Sale Type

- Reduced price
- Buy #x get #x
- Buy #x for \$priceTOTAL
- Buy #x for \$priceEACH
- Other

Sale Price

\_\_\_\_\_

Buy #xx

\_\_\_\_\_

Get #xx

\_\_\_\_\_

For \$xx.xx

\_\_\_\_\_

Minimum purchase required?

- Yes
- No

Cookies, Original Oreos 14.3 oz

- Yes
- No
- ( )

Price

\_\_\_\_\_  
(9999 = Not able to obtain price)

Sale

- Yes
- No

Sale Type

- Reduced price
- Buy #x get #x
- Buy #x for \$priceTOTAL
- Buy #x for \$priceEACH
- Other

Sale Price

\_\_\_\_\_

Buy #xx

\_\_\_\_\_

Get #xx

\_\_\_\_\_

For \$xx.xx

\_\_\_\_\_

Minimum purchase required?

- Yes
- No

**Little Debbie Honey Buns**

Little Debbie Honey Buns 3 oz

- Yes
- No
- ( )

Price

\_\_\_\_\_  
(9999 = Not able to obtain price)

Sale

- Yes
- No

Sale Type

- Reduced price
- Buy #x get #x
- Buy #x for \$priceTOTAL
- Buy #x for \$priceEACH
- Other

Sale Price

\_\_\_\_\_

Buy #xx

\_\_\_\_\_

Get #xx

\_\_\_\_\_

For \$xx.xx

\_\_\_\_\_

Minimum purchase required?

- Yes
- No

Little Debbie Honey Buns 10.6 oz

- Yes
- No
- ( )

Price

\_\_\_\_\_  
(9999 = Not able to obtain price)

Sale

- Yes
- No

Sale Type

- Reduced price
- Buy #x get #x
- Buy #x for \$priceTOTAL
- Buy #x for \$priceEACH
- Other

Sale Price

\_\_\_\_\_

Buy #xx

\_\_\_\_\_

Get #xx

\_\_\_\_\_

For \$xx.xx

\_\_\_\_\_

Minimum purchase required?

- Yes
- No

---

---

**Reese's Peanut Butter cups**

Reese's Peanut Butter cups 1.5 oz (2pk)

- Yes
- No
- ( )

Price

\_\_\_\_\_  
(9999 = Not able to obtain price)

Sale

- Yes
- No

Sale Type

- Reduced price
- Buy #x get #x
- Buy #x for \$priceTOTAL
- Buy #x for \$priceEACH
- Other

Sale Price

\_\_\_\_\_

Buy #xx

\_\_\_\_\_

Get #xx

\_\_\_\_\_

For \$xx.xx

\_\_\_\_\_

Minimum purchase required?

- Yes
- No

snacks time stamp

\_\_\_\_\_  
( )

# Groceries

Business ID - 6mo \_\_\_\_\_

## Produce

Banana

- 1 lb
- Each
- None
- ( )

Price

\_\_\_\_\_  
(9999 = Not able to obtain price)

Sale

- Yes
- No

Sale Type

- Reduced price
- Buy #x get #x
- Buy #x for \$priceTOTAL
- Buy #x for \$priceEACH
- Other

Sale Price

\_\_\_\_\_

Buy #xx

\_\_\_\_\_

Get #xx

\_\_\_\_\_

For \$xx.xx

\_\_\_\_\_

Minimum purchase required?

- Yes
- No

Red Delicious Apple

- 1 lb
- Each
- None
- ( )

Price

\_\_\_\_\_  
(9999 = Not able to obtain price)

Sale

- Yes
- No

Sale Type

- Reduced price
- Buy #x get #x
- Buy #x for \$priceTOTAL
- Buy #x for \$priceEACH
- Other

Sale Price

\_\_\_\_\_

Buy #xx

\_\_\_\_\_

Get #xx

\_\_\_\_\_

For \$xx.xx

\_\_\_\_\_

Minimum purchase required?

- Yes
- No

Orange, cheapest

- 1 lb
- Each
- None
- ( )

Price

\_\_\_\_\_  
(9999 = Not able to obtain price)

Sale

- Yes
- No

Sale Type

- Reduced price
- Buy #x get #x
- Buy #x for \$priceTOTAL
- Buy #x for \$priceEACH
- Other

Sale Price

\_\_\_\_\_

Buy #xx

\_\_\_\_\_

Get #xx

\_\_\_\_\_

For \$xx.xx

\_\_\_\_\_

Minimum purchase required?

- Yes
- No

Yellow Onions

- 1 lb
- Each
- None
- ( )

Price

\_\_\_\_\_  
(9999 = Not able to obtain price)

Sale

- Yes
- No

Sale Type

- Reduced price
- Buy #x get #x
- Buy #x for \$priceTOTAL
- Buy #x for \$priceEACH
- Other

Sale Price

\_\_\_\_\_

Buy #xx

\_\_\_\_\_

Get #xx

\_\_\_\_\_

For \$xx.xx

\_\_\_\_\_

Minimum purchase required?

- Yes
- No

Tomatoes (cheapest)

- 1 lb
- Each
- None
- ( )

Price \_\_\_\_\_  
(9999 = Not able to obtain price)

Sale  Yes  
 No

Sale Type  Reduced price  
 Buy #x get #x  
 Buy #x for \$priceTOTAL  
 Buy #x for \$priceEACH  
 Other

Sale Price \_\_\_\_\_

Buy #xx \_\_\_\_\_

Get #xx \_\_\_\_\_

For \$xx.xx \_\_\_\_\_

Minimum purchase required?  Yes  
 No

Carrots, 1lb bag (cheapest)  Yes  
 No  
( )

Price \_\_\_\_\_  
(9999 = Not able to obtain price)

Sale  Yes  
 No

Sale Type  Reduced price  
 Buy #x get #x  
 Buy #x for \$priceTOTAL  
 Buy #x for \$priceEACH  
 Other

Sale Price \_\_\_\_\_

Buy #xx \_\_\_\_\_

Get #xx \_\_\_\_\_

For \$xx.xx \_\_\_\_\_

Minimum purchase required?  Yes  
 No

Broccoli, 1 bunch (cheapest)  1 lb  
 Each  
 None  
( )

Price \_\_\_\_\_  
(9999 = Not able to obtain price)

Sale  Yes  
 No

Sale Type  Reduced price  
 Buy #x get #x  
 Buy #x for \$priceTOTAL  
 Buy #x for \$priceEACH  
 Other

Sale Price \_\_\_\_\_

Buy #xx \_\_\_\_\_

Get #xx \_\_\_\_\_

For \$xx.xx \_\_\_\_\_

Minimum purchase required?  Yes  
 No

Green leaf lettuce, 1 head/bunch (cheapest)  Yes  
 No  
 ( )

Price \_\_\_\_\_  
 (9999 = Not able to obtain price)

Sale  Yes  
 No

Sale Type  Reduced price  
 Buy #x get #x  
 Buy #x for \$priceTOTAL  
 Buy #x for \$priceEACH  
 Other

Sale Price \_\_\_\_\_

Buy #xx \_\_\_\_\_

Get #xx \_\_\_\_\_

For \$xx.xx \_\_\_\_\_

Minimum purchase required?  Yes  
 No

**Bakery**

White Bread (cheapest), 1 loaf  Yes  
 No  
 ( )

Price \_\_\_\_\_  
 (9999 = Not able to obtain price)

Sale  Yes  
 No

Sale Type  Reduced price  
 Buy #x get #x  
 Buy #x for \$priceTOTAL  
 Buy #x for \$priceEACH  
 Other

Sale Price \_\_\_\_\_  
 Buy #xx \_\_\_\_\_  
 Get #xx \_\_\_\_\_  
 For \$xx.xx \_\_\_\_\_

Minimum purchase required?  
 Yes  
 No

Whole Wheat Bread (cheapest), 1 loaf  
 Yes  
 No  
 ( )

Price \_\_\_\_\_  
 (9999 = Not able to obtain price)

Sale  
 Yes  
 No

Sale Type  
 Reduced price  
 Buy #x get #x  
 Buy #x for \$priceTOTAL  
 Buy #x for \$priceEACH  
 Other

Sale Price \_\_\_\_\_  
 Buy #xx \_\_\_\_\_  
 Get #xx \_\_\_\_\_  
 For \$xx.xx \_\_\_\_\_

Minimum purchase required?  
 Yes  
 No

**Eggs**

White Eggs (cheapest), 1 dozen  
 Yes  
 No  
 ( )

Price \_\_\_\_\_  
 (9999 = Not able to obtain price)

Sale  
 Yes  
 No

Sale Type  
 Reduced price  
 Buy #x get #x  
 Buy #x for \$priceTOTAL  
 Buy #x for \$priceEACH  
 Other

Sale Price \_\_\_\_\_  
 Buy #xx \_\_\_\_\_  
 Get #xx \_\_\_\_\_

For \$xx.xx \_\_\_\_\_

Minimum purchase required?

- Yes  
 No

**Meat**

Ground meat fresh, &gt;80% lean (cheapest) 1lb

- Yes  
 No  
(Hierarchy: beef -> chicken/turkey -> pork)

Type

- Beef  
 Chicken/turkey  
 Pork

Price \_\_\_\_\_

(9999 = Not able to obtain price)

Sale

- Yes  
 No

Sale Type

- Reduced price  
 Buy #x get #x  
 Buy #x for \$priceTOTAL  
 Buy #x for \$priceEACH  
 Other

Sale Price \_\_\_\_\_

Buy #xx \_\_\_\_\_

Get #xx \_\_\_\_\_

For \$xx.xx \_\_\_\_\_

Minimum purchase required?

- Yes  
 No

**Cereal**

Frosted Flakes Cereal, 15 oz

- Yes  
 No  
( )

Price \_\_\_\_\_

(9999 = Not able to obtain price)

Sale

- Yes  
 No

Sale Type

- Reduced price  
 Buy #x get #x  
 Buy #x for \$priceTOTAL  
 Buy #x for \$priceEACH  
 Other

Sale Price \_\_\_\_\_

Buy #xx \_\_\_\_\_

Get #xx \_\_\_\_\_

For \$xx.xx \_\_\_\_\_

Minimum purchase required?  
 Yes  
 No

Original Cheerios Cereal, 12 oz  
 Yes  
 No  
( )

Price \_\_\_\_\_  
(9999 = Not able to obtain price)

Sale  
 Yes  
 No

Sale Type  
 Reduced price  
 Buy #x get #x  
 Buy #x for \$priceTOTAL  
 Buy #x for \$priceEACH  
 Other

Sale Price \_\_\_\_\_

Buy #xx \_\_\_\_\_

Get #xx \_\_\_\_\_

For \$xx.xx \_\_\_\_\_

Minimum purchase required?  
 Yes  
 No

**Rice**

Rice, unseasoned 1lb (cheapest)  
 Yes  
 No  
(Heirarchy: Brown rice -> white rice, bag -> box)

Rice Type  
 Brown Rice  
 White Rice

Rice Packaging  
 Bag  
 Box

Price \_\_\_\_\_  
(9999 = Not able to obtain price)

Sale  
 Yes  
 No

Sale Type  
 Reduced price  
 Buy #x get #x  
 Buy #x for \$priceTOTAL  
 Buy #x for \$priceEACH  
 Other

Sale Price \_\_\_\_\_

Buy #xx \_\_\_\_\_

Get #xx \_\_\_\_\_

For \$xx.xx \_\_\_\_\_

Minimum purchase required?  Yes  No

**"Canned Beans, Unseasoned whole beans (no green beans)"**

Canned Beans, cheapest small can (14.5 - 15.5 oz)  Yes  No  
(Heirarchy: Black -> kidney -> garbanzo)

Bean type  Black beans  Kidney beans  Garbanzo beans

Price \_\_\_\_\_  
(9999 = Not able to obtain price)

Sale  Yes  No

Sale Type  Reduced price  Buy #x get #x  Buy #x for \$priceTOTAL  Buy #x for \$priceEACH  Other

Sale Price \_\_\_\_\_

Buy #xx \_\_\_\_\_

Get #xx \_\_\_\_\_

For \$xx.xx \_\_\_\_\_

Minimum purchase required?  Yes  No

groceries time stamp \_\_\_\_\_  
( )

# Interiordisplay

Business ID - 6mo

---

**Interior Item Displays Please walk around the entire inside of the store to make sure no sections are skipped**

Regular Soda

- End-aisle display
- Special floor display
- No display
- ( )

Diet Soda

- End-aisle display
- Special floor display
- No display
- ( )

Regular Energy Drink  
(e.g., Monster, Red Bull)

- End-aisle display
- Special floor display
- No display
- ( )

Diet Energy Drink

- End-aisle display
- Special floor display
- No display
- ( )

Regular Sports Drink  
(e.g., Gatorade, Powerade, Vitamin Water)

- End-aisle display
- Special floor display
- No display
- ( )

Diet Sports Drink

- End-aisle display
- Special floor display
- No display
- ( )

Juice Drinks

- End-aisle display
- Special floor display
- No display
- ( )

100% Juice

- End-aisle display
- Special floor display
- No display
- ( )

Plain Bottled Water

- End-aisle display
- Special floor display
- No display
- ( )

Unflavored Milk

- End-aisle display
- Special floor display
- No display
- ( )

Flavored Milk

- End-aisle display
  - Special floor display
  - No display
- ( )

interior display time stamp

\_\_\_\_\_

( )

# Exteriormarketing

Business ID - 6mo \_\_\_\_\_

Exterior Marketing of Any Beverage  
Count and write down the number of ads that include...

---

---

## Regular Soda

# of regular soda ads on building exterior  
(i.e. Signs on the door, exterior walls) \_\_\_\_\_  
( 00 = None)

# of regular soda ads on property  
(e.g., Signs in the parking lot, on a post, sandwich  
board, billboard) \_\_\_\_\_  
( 00 = None)

---

---

## Diet Soda

# of diet soda ads on building exterior  
(i.e. Signs on the door, exterior walls) \_\_\_\_\_  
( 00 = None)

# of diet soda ads on property  
(e.g., Signs in the parking lot, on a post, sandwich  
board, billboard) \_\_\_\_\_  
( 00 = None)

---

---

## Regular Energy Drinks

# of energy drink ads on building exterior  
(i.e. Signs on the door, exterior walls) \_\_\_\_\_  
( 00 = None)

# of energy drink ads on property  
(e.g., Signs in the parking lot, on a post, sandwich  
board, billboard) \_\_\_\_\_  
( 00 = None)

---

---

## Diet Energy Drinks

# of diet energy drink ads on building exterior  
(i.e. Signs on the door, exterior walls) \_\_\_\_\_  
( 00 = None)

# of diet energy drink ads on property  
(e.g., Signs in the parking lot, on a post, sandwich  
board, billboard) \_\_\_\_\_  
( 00 = None)

---

---

**Regular Sports Drinks**

# of sports drink ads on building exterior  
(i.e. Signs on the door, exterior walls) \_\_\_\_\_  
( 00 = None)

# of sports drink ads on property  
(e.g., Signs in the parking lot, on a post, sandwich  
board, billboard) \_\_\_\_\_  
( 00 = None)

---

---

**Diet Sports Drinks**

# of diet sports drink ads on building exterior  
(i.e. Signs on the door, exterior walls) \_\_\_\_\_  
( 00 = None)

# of diet sports drink ads on property  
(e.g., Signs in the parking lot, on a post, sandwich  
board, billboard) \_\_\_\_\_  
( 00 = None)

---

---

**Juice Drinks**

# of juice ads on building exterior  
(i.e. Signs on the door, exterior walls) \_\_\_\_\_  
( 00 = None)

# of juice ads on property  
(e.g., Signs in the parking lot, on a post, sandwich  
board, billboard) \_\_\_\_\_  
( 00 = None)

---

---

**100% Juice Drinks**

# of 100% juice ads on building exterior  
(i.e. Signs on the door, exterior walls) \_\_\_\_\_  
( 00 = None)

# of 100% juice ads on property  
(e.g., Signs in the parking lot, on a post, sandwich  
board, billboard) \_\_\_\_\_  
( 00 = None)

---

---

**Plain Bottled Water**

# of water ads on building exterior  
(i.e. Signs on the door, exterior walls) \_\_\_\_\_  
( 00 = None)

# of water ads on property  
(e.g., Signs in the parking lot, on a post, sandwich  
board, billboard) \_\_\_\_\_  
( 00 = None)

---

---

**Unflavored Milk**

# of unflavored milk ads on building exterior  
(i.e. Signs on the door, exterior walls) \_\_\_\_\_  
( 00 = None)

# of unflavored milk ads on property  
(e.g., Signs in the parking lot, on a post, sandwich  
board, billboard) \_\_\_\_\_  
( 00 = None)

---

---

**Flavored Milk**

# of flavored milk ads on building exterior  
(i.e. Signs on the door, exterior walls) \_\_\_\_\_  
( 00 = None)

# of flavored milk ads on property  
(e.g., Signs in the parking lot, on a post, sandwich  
board, billboard) \_\_\_\_\_  
( 00 = None)

exterior marketing time stamp \_\_\_\_\_  
( )