



MEMORANDUM

TO: District Managers, Site Managers, and Profit Center Managers

FROM: Kaitlin Wolfe – VP, Merchandising

DATE: 5/3/2021

RE: NielsenIQ Causal Data Collection

Hello team,

We have authorized NielsenIQ to send a representative to various TA – Petro sites to collect weekly causal data.

During their visits to your store, the representative will be collecting information about products merchandised in the selling floor areas including, but not limited to the following:

- Display activity
- Feature (ad and promotional) information
- Forward inventory of selected categories
- Coding of new products

All data will be collected electronically. If necessary, they will use a digital camera to code new products. Other than checking in with the manager upon arrival at the store, the NielsenIQ representative will not involve any team members or guests during the collection process.

Please give them your cooperation and feel free to call me should you have any specific questions about this program.

Sincerely,

Kaitlin Wolfe

Kaitlin Wolfe – VP, Merchandising