

INSTRUCTIONS FOR CIRCLE K SURVEYS

Objective: Verify information about Circle K store regarding their sale of VUSE; Deliver letter to the store manager; Call corporate HQ to notify them that you've left the letter.

*We encourage you to do this action with another person but you can also do it on your own.
And at all times be polite and courteous.*

IN THE STORE:

1. The survey leader should enter store and ask to speak with the manager. If the store manager is not available than speak with the manager on duty.
2. Introduce yourselves and state that:
“We are here to deliver this letter that we want you to send up to corporate so that they know that we were here today. It is a letter asking the CEO to remove VUSE e-cigarette products from the shelves because RJ Reynolds has refused to improve working conditions of tobacco farmworkers in their supply chain for over 10 years. The farmworker union FLOC has called for a boycott of VUSE e-cigarettes and we would like this chain to honor that boycott.”
3. Then hand the letter to the manager or store person in charge; and ask them to send it to corporate headquarters.

4. Ask the person for the following information and note answers on the attached survey:

The survey form outlines the information that FLOC is requesting you obtain for the Circle K store you are surveying. You should fill out the information on the survey while you are in the store if possible.

- Name of person you're speaking with
 - Name of store manager
 - Is this store a franchise or corporate?
 - If franchise, the name and contact information of franchisee.
5. Ask if you can take a photo with your cell phone of the VUSE display/sales.

ONCE OUTSIDE:

1. Leave the store and take a picture of the store entrance and note any cross street or other information that may be useful for future picket actions. These are indicated on the survey form.
2. Call Circle K HQ in Montreal at: K:800-361-2612: Press 1 for English, then 2 for directory, then type Hannasch Brian (42662724274260); this will connect you to his assistant (note, they answer in French but speak English): “Hello, I'm a Circle K customer and I just left a letter for CEO Brian Hannasch at the store on ____ (street) in ____ (city/state), asking for Circle K to stop selling VUSE e-cigarettes and honor a boycott of the product. I would appreciate it if Mr. Hannasch responds directly to the Farm Labor Organizing Committee.”
3. **PLEASE RETURN THE SURVEY FORM and copy of photos to NFWM at supportfloc@nfwf.org and we will be sure FLOC gets the information.**

Please call FLOC Vice-President Justin Flores at 704-577-3480 with any questions.