

How to Earn and Use ¡Más Fresco! More Fresh Rebate Dollars

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Step 1. Shop for fresh, frozen, dried, or canned fruits and vegetables with no added sugar, fats/oils, or salt at a Northgate González Market.



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Step 2. At checkout, present your Mi Familia Card to the cashier. If you do not have your Mi Familia Card, you can use the phone number you provided when you enrolled in the program.



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Step 3. Pay for your fruits and vegetables with your CalFresh EBT Benefits. You will earn \$4 in rebate dollars for every \$1 of CalFresh EBT Benefits spent on fruits and vegetables. You can earn a maximum of \$50 per month in rebate dollars.



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Step 4. To use your rebate dollars, when you return to the store, have the cashier scan your Mi Familia card again BEFORE you pay. The cost of your fruits and vegetables will be reduced by the amount of ¡Más Fresco! More Fresh rebate dollars you earned before!



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Your receipt will show you how many rebate dollars you earned in this purchase, how many you used, and how many you have left. If the cost of your fresh, frozen, dried, or canned fruits and vegetables is more than the amount of rebate dollars stored on your Mi Familia card, you will need to pay the difference.



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REMEMBER:

- ☒ The first time you use your Mi Familia card, your opening balance will be zero dollars (\$0).
- ☒ ¡Más Fresco! can only match qualifying purchases made with your CalFresh EBT card. All other forms of tender- cash, card, check, etc. -are not eligible for ¡Más Fresco! rebates.
- ☒ You can earn up to \$50 per month!



Key Considerations:

Mi Familia cards are being used by other customers and staff at Northgate as part of Northgate's customer loyalty program. Only ¡Más Fresco! More Fresh program participants can earn and redeem ¡Más Fresco! More Fresh dollars as part of the ¡Más Fresco! More Fresh program.