

Roxanne L. Thorson

August 18, 2011

Federal Trade Commission
Office of the Secretary,
Room H-113 (Annex N)
600 Pennsylvania Ave. NW
Washington, DC 20580

Re: 16 CFR Part 424—Retail Food Store Advertising Rule, Project No. P104203

To Whom It May Concern,

I live in Charlottesville, VA and shop at the Harris Teeter grocery store in Barracks Road Shopping Center. I have shopped at this store at least once a week for the three years that I have lived in Charlottesville.

Harris Teeter puts out its weekly ad on Wednesdays and it is good through the following Thursday. I shop this ad each week. I have noticed the last two times that they have offered either double or triple the value of coupons worth up to \$1.98, that they have run short on sale items early in the sale and did not get the item back on the shelves until the sale was over. As you might imagine when an item is on sale at the store AND they double or triple the value of any coupons that you hold up to \$1.98, a shopper can get some really good deals.

This last week, August 10th through August 17th, they doubled coupons up to \$1.98 in value and had on sale a number of items that I wanted. Imagine my surprise when the items were not on the shelves. (Specifically, they ran out of MBA organic chicken breasts priced at \$5.99/lb; Lysol Toilet Bowl Cleaner, buy one get one free). Today, August 18th, I went back and could get some of the items (I obtained rain checks.) but the offer to double the coupons up to \$1.98 is over. I am feeling played. To boot, for eVIC customers of which I am one (registered for a store card with Harris Teeter) they offered 8 ct Dial Bar Soap for \$2.99, limit 2 packages. This item appears to have never been on the shelf and this was their very own promotion. I obtained a rain check but I very much doubt this product will EVER be on the shelf. I think that they should have had to substitute another brand of bar soap packaged in 8 bars.

This all amounts to a loss to me of under \$20 but I specifically went in to the store more than twice to get these items and because this is the second time this has happened I am beginning to wonder if it is an honest error or a strategic plan. I am also beginning to think of shopping other grocery stores.

To fix this problem, I think the stores should have to duplicate the conditions at the time of the sale...in other words, double or triple coupons if that is the promotion that they are offering and honor the rain check or substitute a comparable product.

Sincerely,

Attached find offer & date for 8ct. Dial Bar Soap

USE YOUR VIC CARD & GET 12 ROLL
OR 9 BGA ROLL ANGEL SOFT BATH TISSUE
FOR \$1.77 THRU 8/9 LIMIT 3 PER HH

USE YOUR VIC CARD & GET ONE 13oz
LILONDECOCA 42 PENCILS AND GET ONE
FREE THRU 8/16/11 LIMIT 2 FREE

PRESENT YOUR VIC CARD AND RECEIVE
64oz HT ENGLISH MUFFINS FOR \$1.97
THRU 8/16/11 LIMIT 2 PER HOUSEHOLD

USE YOUR VIC CARD AND BUY 3 GREEN
STANDARD SODIUM VEGETABLES AND SAVE
\$.20 THRU 8/16/11 LIMIT 4 OFFERS PER HH

USE YOUR VIC CARD & GET 10oz 13oz
DIAL BODY WASH OR 8-1 BAR SOAP FOR
\$.29 THRU 8/16/11 LIMIT 2 PER HH

PRESENT YOUR VIC CARD AND RECEIVE
29 6oz EGGO WAFFLES FOR \$2.77
THRU 8/16/11 LIMIT 2 PER HOUSEHOLD

MEMBERS USE YOUR VIC CARD AND SAVE
12oz FM 1200 LI COOKED SHRIMP FOR
\$.40 THRU 8/16/11 LIMIT 2 PER HH

MEMBERS PRESENT YOUR VIC CARD AND
RECEIVE 12oz RED BONE APPLE RENOVILADE
FOR \$1.99 THRU 8/16/11 LIMIT 2 PER HH

PRESENT YOUR VIC CARD AND RECEIVE
15% OFF ON ANY FEA SPECIALTY CHEESE
PURCHASES THRU 8/16/11 NO LIMIT

PRESENT YOUR VIC CARD AND RECEIVE
2oz 1 ERITO LAY MARILYN BAKES FOR \$3.97
THRU 8/16/11 LIMIT 2 PER HOUSEHOLD

USE YOUR VIC CARD AND BUY TWO
RED BARN SINGLE SERVE PIZZAS AND GET
ONE FREE THRU 8/16 LIMIT 2 FREE

MEMBERS USE YOUR VIC CARD AND SAVE
12oz FM 1200 LI COOKED SHRIMP FOR
\$.40 THRU 8/16/11 LIMIT 2 PER HH