

Fulton's Freshest Ambassador Program

Ambassador Participation & Content Guidelines

Welcome to Fulton's Freshest!

We're excited to have you as part of The Fresh Grocer Ambassador Program. These guidelines explain how ambassador submissions are reviewed and how rewards are earned, helping ensure a fair and consistent experience for every participant.

Ambassador Participation

As a Fulton's Freshest Ambassador, you'll have opportunities to participate in campaigns by completing Ambassador Briefs available through the LunchTable platform.

Each Ambassador Brief includes specific instructions outlining the type of content requested.

Participation in the program does not guarantee:

- Content approval
- Reward eligibility
- Giveaway eligibility
- Prize selection

Only approved submissions that satisfy the requirements of the assigned Ambassador Brief and these Program Guidelines will qualify toward rewards or promotional offers.

Content Approval Guidelines

To be eligible for approval, your submission should:

- Follow the instructions in the assigned Ambassador Brief.
- Clearly relate to the requested campaign or topic.
- Feature the requested product, experience, or subject identified in the brief, when applicable.
- Be original content that you created.
- Be appropriate for a public audience.
- Comply with applicable laws, platform policies, and The Fresh Grocer's program guidelines.
- Represent The Fresh Grocer in a respectful and positive manner.

Every submission is reviewed before it is approved.

Reasons a Submission May Not Be Approved

Your submission may not be approved if it:

Does Not Follow the Ambassador Brief

- The requested topic is not addressed.
- Required products, experiences, or themes are not included.
- The requested activity is incomplete.

Is Unrelated to the Campaign

- Personal content unrelated to the campaign.
- Content that does not support the campaign objective.

Contains Inappropriate Content

Including, but not limited to:

- Offensive or abusive language
- Harassment or discriminatory content
- Sexually explicit material
- Graphic violence
- Illegal activity
- Hate speech
- Content that would generally be considered not safe for work (NSFW)

Contains Unsafe or Misleading Content

- Unsafe food handling
- Dangerous behavior
- False or misleading product claims
- Health or safety misinformation

Cannot Be Reasonably Reviewed

- Corrupted or incomplete uploads
- Video or audio quality that prevents reasonable review
- Missing required submission components

Violates Program or Store Guidelines

- Content created in restricted areas.
- Content that violates store policies.
- Content created in a manner inconsistent with program instructions.

Approval decisions are based on the submitted content as a whole and its alignment with the assigned Ambassador Brief and these Program Guidelines.

How Content Is Reviewed

To help ensure a fair and consistent experience, every submission follows the same review process.

Step 1

Submit your content through the LunchTable platform.

Step 2

Your submission is reviewed for compliance with the assigned Ambassador Brief and these Program Guidelines.

Step 3

The Fresh Grocer reviews the submission and determines whether it satisfies the campaign requirements.

Step 4

Your submission is either:

- Approved and credited toward the applicable campaign, or
- Returned with feedback explaining why it was not approved.

Only approved submissions count toward campaign completion, rewards, milestone progression, or giveaway eligibility.

If Your Submission Isn't Approved

If your submission is not approved, you'll receive feedback identifying the primary reason.

Examples may include:

- The submission did not follow the Ambassador Brief.
- The requested product or campaign theme was not included.

- The content was unrelated to the campaign.
- The submission contained inappropriate language or imagery.
- The submission included unsafe or misleading content.
- The upload could not be reasonably reviewed due to technical quality.

This feedback is intended to help you better understand the campaign requirements and improve future submissions.

Frequently Asked Questions

Does submitting content automatically qualify me for rewards?

No. Only approved submissions count toward rewards, incentives, or giveaway eligibility.

Does submitting content guarantee approval?

No. Every submission is reviewed to ensure it aligns with the assigned Ambassador Brief and these Program Guidelines.

Who reviews my submission?

Submissions are reviewed through the LunchTable platform and are subject to final approval by The Fresh Grocer.

How will I know if my submission wasn't approved?

If your submission is not approved, you'll receive feedback explaining the primary reason so you understand how it can better align with the campaign requirements.

Thank you for being a Fulton's Freshest Ambassador. We appreciate your participation and look forward to seeing your creativity help inspire shoppers across our community.