



DOUBLE UP
FOOD BUCKS™



DOUBLE UP

at

WHOLE
FOODS®
MARKET

Double your SNAP dollars spent on
fresh fruits and vegetables
at the Boulder Whole Foods Markets
on Pearl Street or Ideal Market
on Alpine Avenue.





HOW IT WORKS

For every dollar of SNAP benefits you use to buy fresh fruits and vegetables at Boulder Whole Foods Markets on Pearl Street or Ideal Market on Alpine Avenue, you can earn Double Up Food Bucks (“Bucks”) redeemable for more fresh fruits and vegetables. A minimum purchase of \$2.50 is required.

Follow these steps at the register to earn Bucks:

1. Tell the cashier you want to *Double Up*.
2. Put your fresh fruits and vegetables first. The cashier will total them separately.
3. Tell the cashier if you have any Bucks to redeem. The cashier will subtract the Bucks you are redeeming from the produce total.
4. Use your EBT card to purchase any additional fruits or vegetables. The cashier will give you the Bucks you’ve earned to use at your next visit.

YOU BUY

fresh produce with your SNAP benefits

- \$2.50 - \$7.49
- \$7.50 - \$12.49
- \$12.50 - \$17.49
- \$17.50 - \$22.49



YOU EARN

Bucks to buy more fresh produce

- \$5 Buck
- \$10 Buck
- \$15 Buck
- \$20 Buck

ELIGIBLE FOODS

Eligible: All fresh fruits and vegetables, and prepared produce with nothing added (e.g. cut fruit, vegetable noodles, salad greens).

Not Eligible: Dried fruits, frozen fruits or vegetables, canned fruits or vegetables, and processed produce (e.g. guacamole, salsa, pre-made salad, salad bar).



Learn more at:
BoulderCountyDoubleUp.org