

# Customer FAQs

**NEW! Tops MoolahVille™** Spring 2026

EARN: 3/22 - 5/23/26

REDEEM COINS & KEYS: 3/22 - 5/30/26

REWARD CARDS VALID: 3/22 – 6/13/26

[TopsMarkets.com/MoolahVille](https://TopsMarkets.com/MoolahVille)

[MoolahVille.com](https://MoolahVille.com)



## What is Tops MoolahVille™?

- Welcome to Tops MoolahVille – Where Your Grocery Shop Pays You Back! This NEW promotion features:
  - ♥ Moolah Rewards: Earn UNLIMITED rewards by collecting Coins on qualifying purchases and products
  - ♥ Weekly Digital Door Buster: Each week, unlock a special eCoupon via QR code found in-store or in-ad
  - ♥ Play the Online Game: Play online for chances to win in our virtual village at MoolahVille.com
  - ♥ Community Give Back: Online Game play helps win local meal donations for those in need

## How do I earn Tops Moolah Coins?

- Shop at Tops Friendly Markets using your Tops BonusPlus card account
- Automatically earn 10 Coins every time you spend \$50 or more on a qualifying purchase in a single transaction, after discounts and exclusions
- Participating products earn Coins (1–5 Coins each) – Thousands of products are identified by special color-coded shelf tags throughout the store, in-ad and online
- Time frame to earn Coins is 3/22/26 - 5/23/26

## How do I know how many Moolah Coins I have?

- Your Coins balance prints at the bottom of your receipt every time you use your BonusPlus card
- You can also view your Coins balance with a BonusPlus online account at TopsMarkets.com
- Customer Service associates can perform a Coins balance inquiry and print your Coin balance at any register

## What can I redeem my Moolah Coins for?

- Every time you collect 100 Coins you can redeem for a \$10 Moolah Reward Card
- There is no limit to the number of Moolah Reward Cards you can earn
- Moolah Coins must be redeemed for a \$10 Moolah Reward Card by 5/30/26

## How do I redeem my Moolah Coins for a Moolah Reward Card?

- Receive a \$10 Moolah Reward Card for every 100 Coins redeemed
- Coins can be redeemed at any Tops Friendly Markets (excluding Tops Xpress convenience stores)
- Simply tell your Tops cashier at checkout when you would like to redeem your Coins for a Moolah Reward Card
- You may redeem your Coins at any time during the promotion once you have earned at least 100 Coins
- \$10 Moolah Reward Cards are valid until 6/13/26

## How do I know when my Moolah Coins (similar to Points) will expire?

- All Coins expire 5/30/26 – be sure to redeem Coins for \$10 MoolahVille Reward Cards by then
- Coin expiration date is printed at the bottom of the receipt, TopsMarkets.com website, or the Tops Mobile App

## What can I use my \$10 MoolahVille Reward Cards on?

- \$10 Reward Cards are redeemable in-store for dollars off merchandise only (excluding gift cards) at Tops Friendly Markets
- Moolah Reward Cards are not redeemable for cash and are not replaceable if lost or stolen

## What are the Weekly Digital Door Busters and How do I use them?

- Digital Door Busters are a limited time, deeply discounted deal offered weekly during this promotion for BonusPlus shoppers
- New Door Buster is available every week via QR Code: Advertised in weekly ad, digitally and in-store signage
- Clip the eCoupon to automatically add to your Tops BonusPlus digital wallet– at checkout see instant savings!
- Limit 1 per Household per week

## What is the Online Game at MoolahVille.com?

- The Online Game is an *optional* bonus chance to win extra prizes, coupons, and community donations!
- Earn Online Game Keys just by shopping at Tops Markets with your BonusPlus account – in-store and online
- Play Online Game at MoolahVille.com by using your Online Game Keys to open doors for a chance to win
- See MoolahVille.com for complete game play rules & instructions

## How do I earn Online Game Keys?

- Earn 1 Key when you spend \$10 or more on a qualifying purchase in a single transaction, after discounts & exclusions. Limit 1 per day.

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## How do I know how many Online Game Keys I have?

- Check online at Moolahville.com, you must be logged in and registered

## What can I redeem my Online Game Key for?

- 1 Online Game Key = 1 chance to play the Online Game Play at MoolahVille.com

## What can I win with Online Game Key?

- Tops eGift cards, Free product eCoupons, Community food bank donations or Sweepstakes entries for a chance to win Free groceries for a year, Tickets to the FIFA World Cup 2026 courtesy of Lays, Free Pepsi products for a year, Free Coca-Cola products for a year, or Free Frito-Lay Snacks for a year

## How do Community Doors (Donations) work at MoolahVille.com?

- When shoppers unlock Community Doors in the Online Game, it adds meals to a shared neighborhood total at MoolahVille.com
- As the total fills up, Tops will donate meals to a local food bank on your behalf!

## I don't use digital eCoupons or play online games - Can I still participate?

- Yes, you still earn Moolah Coins automatically with your BonusPlus account. Digital coupons and the online game are optional extras

## What are color-coded shelf tags for?

- They identify participating items that earn Coins — anywhere from 1 to 5 Coins per item – alone or as extra Coins
- Buying these items helps you earn your \$10 Moolah Reward Cards faster

## What brands are participating in the Tops MoolahVille promotion?

- Look for color-coded tags with Coin value on thousands of products in-store, in-ad and online

## Is there a limit to how many times I can earn/redeem Moolah Coins and Online Game Keys during the promotion?

- No, you can redeem your Coins in 100 increments - Once redeemed, Coins will be removed from your BonusPlus account, you will continue to accumulate additional Coins every qualifying purchase (provided the date is within a specified "earn" period)
- Online Game Keys accumulate on your account at MoolahVille.com and are removed once you play and open doors
- Coins and Keys must be redeemed/played by 5/30/26

## I had XX Moolah Coins/Online Game Keys, but now the coins/keys are not on my card, what happened?

- There is a possibility your Tops BonusPlus account is linked to another card in your household - If so, the Reward may have been redeemed by that person
- Online Game Keys may take up to 1 hour to appear on the MoolahVille.com website
- If you have lost one of your cards, there is a possibility that someone else will use this lost card, call Consumer Affairs for assistance
- The Consumer Affairs Department can assist in identifying what may have happened; they can be reached by calling 1-800-522-2522, Option 3, Mon-Fri 8 AM - 8 PM, Sat & Sun from 9 AM - 3PM

## Will I earn Moolah Coins/Online Game Keys if I use my phone number at checkout?

- Yes, if your BonusPlus card is registered on your phone number, you will earn Moolah Coins & Keys

## Will I earn Moolah Coins/Online Game Keys when shopping at TopsMarkets.com or the Tops Mobile App for groceries?

- Yes, if your BonusPlus card is registered to your online account, you earn Moolah Coins & Keys for qualifying transactions and for participating items purchased
- However, all Coins & must be REDEEMED in-store for a \$10 Moolah Reward Card(s)

## Will I still earn Tops GasPoints in addition to Moolah Coins/Online Game Keys?

- Yes – MoolahVille is a bonus! In addition to earning Moolah Coins and Keys, you will continue to earn GasPoints on qualifying purchases for each promotion
- For complete Tops GasPoints details, visit [TopsMarkets.com/GasPoints](https://TopsMarkets.com/GasPoints)

## What purchases do NOT earn Moolah Coins or Online Game Keys?

A qualifying grocery purchase excludes certain milk and milk-related product (PA only, due to state law); alcohol; prescriptions; money orders; postage stamps; lottery tickets; gasoline purchases (both prepaid and at the gas station); gift cards; amusement park and any other tickets; Western Union wire transfer services; fax service; copying machine service; coin operated vending machines; utility payments; prepaid telephone calling cards; prepaid wireless; delivery charges; dry cleaning; fund raising activities and donations; returned check service fees; payments toward charge account balances; bottle deposits, purchases made at in-store Tim Hortons and Starbucks franchise locations and any other items prohibited by law. See official rules for complete list of exclusions online.