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Grocery Shoppers Demand Coupons

American Coupon Services is here to help you get paid for your coupons. American Coupon Services (ACS) provides outstanding customer service, while staying up to date on the recent coupon technology. Below you will find a article about how grocery shoppers are demanding coupons. Remember ACS is here to help see you succeed with print or digital coupons. Call 800-260-4642 for more information.



AMERICAN COUPON SERVICES, L.L.C

"Ever since brands and retailers cracked down on the excesses of the "extreme couponing" era, shoppers have complained that there just aren't enough coupons and deals available anymore. But complaining is about all that anyone could do about it, since brands haven't budgeted and the number of available coupons has continued to decline.

A global pandemic, however, may have changed the equation. Increasingly cash-strapped shoppers want coupons and deals more than ever – and if they don't get them, brands may suffer the consequences. Inmar Intelligence is out with a new survey, which found that shoppers are looking for deals, they expect their favorite brands and stores to provide them, and if they don't – they're switching to those that do, and may never switch back.

More than 80% of the shoppers surveyed said they have been actively looking harder for grocery coupons and promotions since the coronavirus pandemic began, while almost 40% said coupons and promotions are harder to find.

As a result, 61% of shoppers have switched to less expensive brands. And the vast majority of those who have, are happy with the switch and may not ever switch back. Grocery stores' coupon offerings, policies and promotions are important, too – nearly 60% of survey respondents said they shop more frequently at stores that offer better deals, and less frequently at those that don't.

Several brands have tried to provide reassurances that coupons and promotions are already returning to normal. Earlier in the year, when manufacturers and retailers were more concerned about keeping the shelves stocked and not enticing shoppers to crowd into stores for deals, many products were being sold at full price. **But the deals are slowly returning**

"Pre-COVID, about 33%, 34% of volume was moving on promotion in our categories," Procter & Gamble Chief Financial Officer Jon Moeller said at an investment conference yesterday. "As we went through April/May/June, that was reduced to 17%, the volume that was moving on promotion. That returned in the last quarter to about 26%, so you're already seeing a return to, if you will, normal promotion levels."

Inmar suggests brands and retailers take note of what shoppers are saying. "The survey findings suggest that shoppers expect retailers to provide more promotions and have expressed their willingness to try new brands because of it," Inmar Intelligence Chairman and CEO David Mounts said in a statement. "So it is crucial for retailers and CPG brands to provide cost savings opportunities, whether this be coupons or other promotional activities to maintain store traffic and protect customer loyalty."

So keep an eye on your store circulars, your Sunday coupon inserts, your store's digital coupon galleries, or whatever you turn to in order to save money on your groceries. If your favorite brands and retailers aren't offering the deals you want in the short term, then competing brands and retailers that take Inmar's advice may be the ones to earn your business in the long run."

Source: <https://couponsinthenews.com/2020/12/03/grocery-shoppers-demand-coupons-and-deals-or-else/>

COVID-19 Liability Update

Since the beginning of the COVID-19 pandemic, the Missouri Legislature has worked to protect the health and safety of Missourians and allow our businesses the freedom to operate and thrive.

The 2021 Missouri Legislative Session is off to a strong start. Gov. Mike Parson and new House Speaker Rob Vescovo have both continued to call for protecting employers against frivolous COVID-19 litigation. During his opening remarks at the start of session 3 weeks ago, Speaker Vescovo highlighted the importance of protecting employers from COVID-19 litigation.

"I want all of us to work together this session towards implementing reasonable liability protection for our

health care workers and businesses so they can continue to provide vital services they offer without fear of frivolous lawsuits," he said.

After nearly 15 hours of debate and negotiations behind the scenes, legislation sponsored by state Sen. Tony Luetkemeyer, R-Parkville, was given initial approval shortly after 5 a.m. Wednesday.

Unless a high standard of evidence can be met, the bill will protect corporations and health care providers from most COVID-19-related litigation. In cases of medical malpractice, residents will have up to one year to take legal action and now have up to two years under the bill replacement in cases of product liability or after an alleged exposure, such as alleging the virus was contracted on a business' premises. In the final bill, a controversial amendment proposed by Sen. Mike Moon, R-Ash Grove, that would have granted religious organizations, such as churches, blanket immunity from COVID-19 liability lawsuits was pared down, and now only requires religious organizations to be held accountable if the plaintiff "can prove intentional misconduct."

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