



The
Ultimate Guide
to

SHOPPERS
Optimum
REWARDS

How to spend less and earn more

by
Cassie Howard
MrsJanuary.com



All contents copyright ©2014 Mrs January Inc. No part of this document may be reproduced or redistributed in any form without the prior written permission of the publisher.

Disclaimer

I am in no way affiliated with Shoppers Drug Mart or ShoppersDrugMart.com, nor am I employed by or compensated by them to publish any content found in this eBook.



Table of Contents

Preface	4
Chapter 1 – Introduction to the Shoppers Drug Mart Optimum Rewards Program	5
Shoppers Drug Mart Coupon Policy	9
Coupon Lingo.....	10
Chapter 2 – Easy Ways to Earn Optimum Points Faster.....	11
Chapter 3 – Frequently Asked Questions.....	23
Chapter 4 – Other Shoppers Drug Mart Offers.....	29
Conclusion.....	32
Resources	33
About the Author	34



Share this eBook!

MrsJanuary.com

The Ultimate Guide to Shoppers Optimum Rewards

Preface

Are you searching for a Canadian rewards program that is going to get you the best bang for your buck?

If so, then look no further — because you have found it!

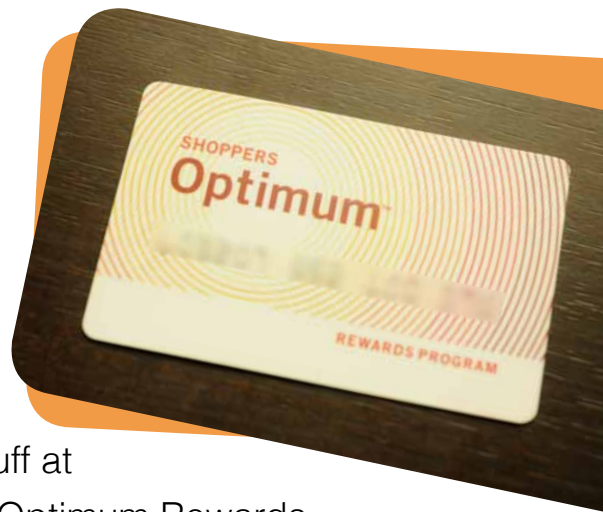
This eBook was created to show you how easy it is to earn free (or very cheap) stuff at Shoppers Drug Mart. When you become an Optimum Rewards member and strategically earn tons of points, you can redeem those points in store for groceries, health & beauty products, electronics and more.

How do you earn tons of points? I'll show you — keep reading.

The Shoppers Drug Mart Optimum Rewards program is the best rewards program in Canada. There is no other program out there that allows you to earn rewards so quickly with very little money out of pocket.

If you were going to pick just one rewards program to be a member of, this is definitely the one!

[Click here to join the Shoppers Optimum Rewards Program.](#)



CHAPTER 1

Introduction to the Shoppers Drug Mart Optimum Rewards Program

What is the Shoppers Drug Mart Optimum program?

This program was started by Shoppers Drug Mart Canada (also known as Pharmaprix Canada) in the fall of 2008. When you sign up to this rewards program, you will receive points for purchasing items in their stores.

Once you have earned enough points, you can redeem them for up to \$170 off your next purchase (or more, if you shop on Bonus Redemption days — more information on those can be found on [page 24](#)).

How it works

You will earn 10 Optimum points for every \$1 that you spend in store, excluding items such as lottery tickets, stamps and products with codeine (see [page 8](#) for the entire list of excluded items).

For example:

- Receive **10** points when you spend **\$1**
- Receive **100** points when you spend **\$10**
- Receive **500** points when you spend **\$50**
- Receive **1,000** points when you spend **\$100**



Once you have accumulated enough points, you can then redeem them for cash off your next in store purchase. That means FREE STUFF for you!

Here's a list of the rewards you can receive, based on how many points you have accumulated:

8,000 points → **\$10 off** your purchase
22,000 points → **\$30 off** your purchase
38,000 points → **\$60 off** your purchase
50,000 points → **\$85 off** your purchase
95,000 points → **\$170 off** your purchase

If possible, you should **avoid cashing out your points until you have at least 95,000** — since that is the best value.

You also need to keep in mind that Shoppers Drug Mart often has bonus redemption events (see [page 24](#) for more information on those) where you can redeem your points for more than the usual amount. You should always wait for these events to redeem your points to get the maximum point value.

There are exceptions to this, of course. If you had ZERO money left in your budget for food one month and you really needed some basic items, it might be a good idea to cash in your points. It all depends on your personal situation, so do what is best for you.

What can you redeem your points on?

There are so many things that you can pick up for free at Shoppers Drug Mart when you redeem your points. Since you don't earn



physical gift rewards and instead earn actual cash, you are able to spend that cash on anything you want (with some exclusions) in store.

Unfortunately, you can not redeem your points for cash or gift cards.

Here are some things that you are able to redeem your points on:

- ✓ Make-Up
- ✓ Food & Beverages
- ✓ Baby Items
- ✓ Pet Items
- ✓ Books & Magazines
- ✓ Gum & Candy
- ✓ Health Aids
- ✓ Electronics
- ✓ Gift Sets
- ✓ Household Items



Even though you can redeem your points for thousands of different items, there are some things that you can not spend your points on.

These things include:

- X Prescription Drugs
- X Products Containing Codeine
- X Postage Stamps
- X Wireless Phone Cards
- X Post Office Merchandise
- X Passport Photos
- X Tickets Provided by any Ticket Provider
- X Cigarettes & Tobacco
- X Lottery Tickets
- X Bus Tickets & Passes
- X Bill Payments (where accepted)
- X Delivery Charges (where applicable)
- X Bottle Deposits/Returns
- X Charitable Donations
- X Gift with Purchases
- X Any other items specified from time to time



Share this eBook!

MrsJanuary.com

The Ultimate Guide to Shoppers Opimum Rewards

Shoppers Drug Mart Coupon Policy

As of June 22, 2011

Physical Appearance

- Must be legible with no signs of tampering.
- There must be a clear printed barcode on the coupon face.
- Standard manufacturer coupons should be printed on a material from an original source (e.g. Newspaper, Magazine, Direct Mailer, etc.), photocopies will not be accepted.
- Coupons from the internet and email are accepted and **MUST BE PRINTED**. They follow the same guidelines as pre-printed Manufacturer coupons. Coupons on any electronic device such as a Smartphone, tablets, etc. will **NOT** be accepted.

Coupon Requirements

Coupons must...

- be provided at the time of purchase;
- have Retailer/Dealer instructions;
- include the Manufacturer name;
- indicate a valid Canadian P.O. Box for remittance;
- have a valid expiry date;
- have a consistent offer for a specific item—same value or offer should appear in all areas of the coupon;
- be a product or service that is sold/offered by Shoppers Drug Mart/Pharmaprix;
- include the proper size and description of the product;
- not exceed the value of the purchase price and only one coupon per item is permitted;
- not be a competitor's coupon;
- have one of the following accepted offers:
 - Dollar/cents off
 - Buy one, get one free (BOGO) coupons
 - Free items (excludes internet coupons)

NOTE: If the value of the coupon exceeds the value of the product, the coupon is to be processed as equal to the scanned retail of the product. The difference will not be issued as change.



Share this eBook!

MrsJanuary.com

The Ultimate Guide to Shoppers Opimum Rewards

Coupon Lingo

BOGO or B1G1	Buy One, Get One Free
CFK	Cash For Kids (coupon that donates part of the value to charity)
FPC	A coupon that allows you to get the product completely free
FT	For Trade
HBA	Health and Beauty Aid
HV	High Value
LF	Looking For
MIR	Mail-In Rebate
OOP	Out of Pocket
PM	Private Message/Price Match
P&G	Proctor & Gamble (coupon booklet & website)
Peelie	A coupon that is attached directly to the product to be “peeled off”
RAOK	Random Act of Kindness
SCOP	Scanning Code of Practice
SPC	Student Price Card (www.spccard.ca)
STACKING	Some London Drugs stores allow the use of more than one coupon per item, if the coupon itself does not restrict it
SASE	Self Addressed Stamped Envelope
SS	Smart Source (coupon booklet)
Tear Pad	A pad of coupons, usually on the shelf or display, where you tear the coupon off of the pad
TFT	Toonies for Tummies (coupon booklet – these coupons can only be used in Ontario)
TMF	Try Me Free
Train	A Coupon Train
WUB	When You Buy
YMMV	Your Mileage May Vary



Share this eBook!

MrsJanuary.com

The Ultimate Guide to Shoppers Optimum Rewards

CHAPTER 2

Easy Ways to Earn Optimum Points Faster

Shoppers Drug Mart is usually a pretty expensive store when it comes to basic groceries, household products and health & beauty items. This is often what throws people off about the Shoppers Optimum program.

“I’d have to spend \$9,500 to get to the highest rewards level - that’s way too much money and not worth it to me.”

Sure, you’d have to spend that much money if you only shopped when you felt like it — but if you shop strategically (on certain promotion days, purchasing certain items), **you will earn Shoppers Optimum points faster than you think.**

Here are 6 easy ways to earn Optimum Points faster:

1. Buy a gift card to pay for your purchase.

When you plan to do some shopping at Shoppers Drug Mart, figure out how much you are likely to spend and then the very first thing you should do when you walk into the store is buy a Shoppers Drug Mart gift card for that amount.

Planning to spend \$50? Buy a \$50 gift card from the cashier and then go off and do your shopping.





Share this eBook!

MrsJanuary.com

The Ultimate Guide to Shoppers Optimum Rewards

Why would you do this? For extra points, of course!

Let me explain.

You are entitled to regular Optimum points when you buy a Shoppers Drug Mart gift card. That means that the \$50 gift card you just purchased will net you 500 Optimum points if the cashier swipes your card (so make sure to hand it over when you purchase the gift card). That's 500 points for \$50 you were going to spend anyway!

Now, do your shopping. When you cash out, pay for your purchase with the \$50 gift card you just bought and BAM — another 500 Optimum points!

This is such an easy way to **get double the points without spending double the money.**

Keep in mind that you do not earn Optimum points on other gift cards. Only Shoppers Drug Mart gift cards will award you the points. Occasionally there will be special promotions where you can earn bonus Optimum points for purchasing other gift cards, but this does not happen often.

2. Use the Shoppers Optimum Mastercard.

Another easy way that you can earn Optimum points faster is by using the Shoppers Optimum Mastercard.

Instead of earning only 10 points for every \$1 purchase, when you use the Shoppers Optimum Mastercard at any Shoppers Drug Mart location, you will earn 25 points. That's more than double the



Share this eBook!

MrsJanuary.com

The Ultimate Guide to Shoppers Optimum Rewards

points! You will also earn 5 points for every \$1 spent anywhere else (restaurants, hotels, clothing stores, etc.).

There is no annual fee for this card and you will also be awarded **15,000 bonus Shoppers Optimum points after your first purchase.**

Check out this great [Shoppers Optimum Mastercard review](#) to determine if this card would work for you.

In addition to the Mastercard, Royal Bank of Canada will also be rolling out a new debit card on March 17, 2012 that will be offering Optimum points to those that use the card.

Also, earn 50,000 Optimum points when you open an account!

[Click here for more information about the RBC Optimum debit card.](#)

3. Only shop on bonus point days.

The key to success with this rewards program is spending very little money out of pocket and earning a huge pile of points - and bonus points days is one of the best ways to do this.

20x the points

This event is the most common of all bonus point events at Shoppers Drug Mart. Spend the minimum amount (usually \$50 or \$75) on almost anything in the store and earn 20x the points.

So, instead of earning just 10 points per \$1, you would earn 200 points per \$1. For the \$50 minimum event, you would earn 10,000 points for spending \$50. Not bad, right?



Wait — it gets better! What if I told you that you could spend LESS than the \$50 minimum and *still* get 10,000 points (or more)? You can! All you have to do is use manufacturer coupons.

Coupons are a great way to save money (check out my other eBook, [Money in Your Pocket](#), for tips on how to save 30% or more on your grocery bills by using coupons and other strategies) on their own, but when you match them with sale prices *and* Optimum points at Shoppers Drug Mart, **you are really going to see some substantial savings!**

Let me explain how it works:

- One day Shoppers Drug Mart has a 20x the points event. The minimum amount that you have to spend to get 20x the points is \$50.

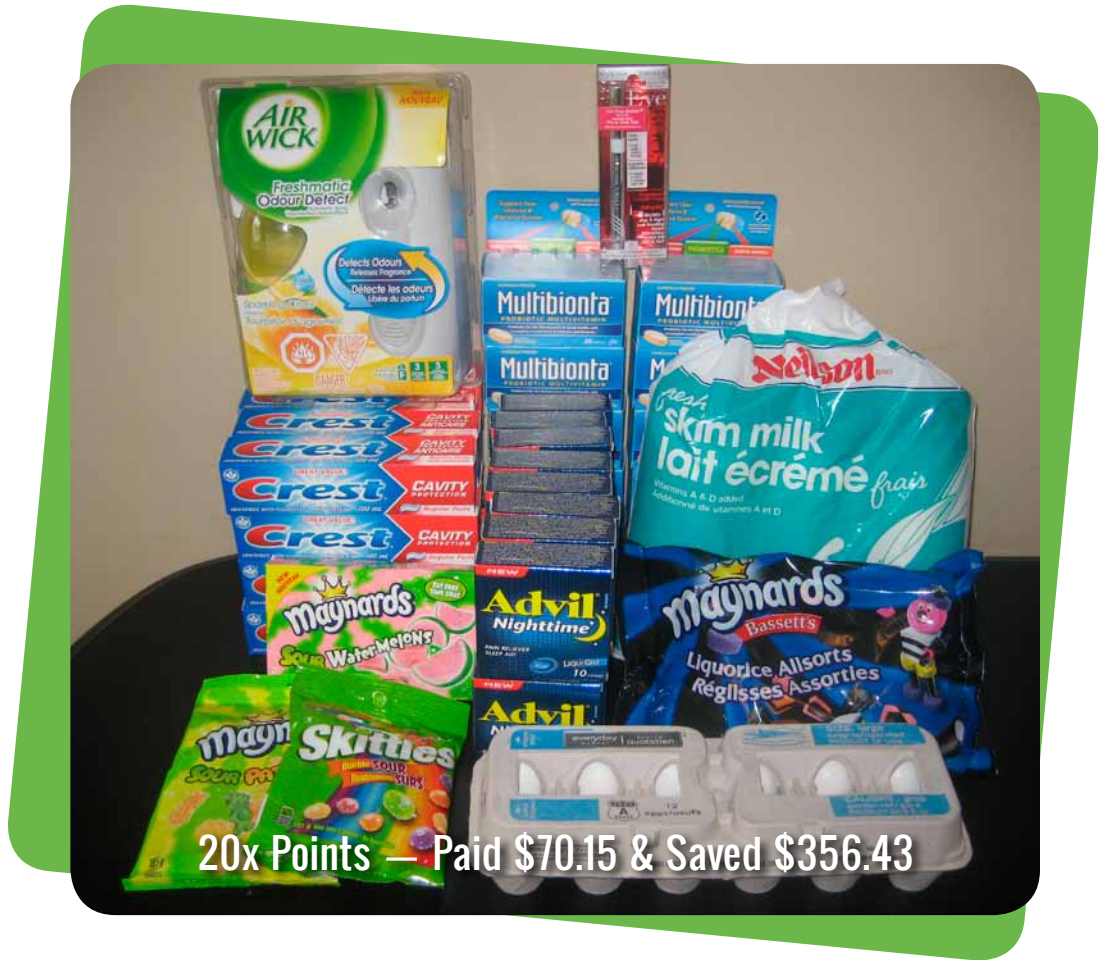


- You find \$50 worth of items to purchase (milk, eggs, butter, bread, make-up remover, toothpaste, etc.).
- You have \$20 in coupons to use towards the items in your cart. This brings your total down to \$30.
- Do you have to spend another \$20 to get yourself back up to \$50 in order to get 20x the points? NO! **You can walk out of the store spending only \$30 and you will have earned 20x the points on the \$50 worth of products you picked up.**

How? This is because Shoppers Drug Mart's cash registers treat coupons as if they were cash (and they should, as coupons really are just another form of tender).

Now, I must warn you that 99% of cashiers and store managers that you mention this to will completely disagree with you. They will likely tell you that you DO have to spend the full \$50 (or \$75) out of pocket in order to get 20x the points (even head office will tell you this).





Please believe me when I tell you that they are absolutely incorrect.

There is no point arguing with them, as they seem to be very adamant about this.

If your cashier mentions that you need to spend an extra X amount of money in order to earn 20x the points, and you know you have “spent” \$50 before your coupons were applied, simply tell the cashier that you are fine to just pay whatever your total bill is.

When your receipt prints out, watch how shocked they are to see that you actually *did* earn 20x the points!



Share this eBook!

MrsJanuary.com

The Ultimate Guide to Shoppers Optimum Rewards

A few notes about 20x the points events

- 20x the points events usually happen every 4-6 weeks (though some events are for cosmetics/fragrances only). Sometimes Shoppers Drug Mart will surprise us and there will be more than one 20x the points events in one month (but this doesn't happen often).
- You will only earn points on dollar or cents off manufacturer coupons (\$1 off Pantene, \$0.50 off Smucker's Jam, etc.). You will not earn points on FPC (Free Box of Kashi Granola Bars) or BxGx coupons (Buy 2 French's Mustard, Get 2 Free).
- You will not earn 20x the points on any gift card purchase. You can purchase a Shoppers Drug Mart gift card before you shop (to pay for your purchase with) and earn regular points on that, but you will not earn 20x the points on the gift card purchase itself.
- You will not receive 20x the points on your bonus point coupons. If you have a coupon for 1,500 bonus points and you use that coupon on 20x the points day, you will only get 1,500 points plus 20x the base points for that product. You will not get 20x the points on top of the 1,500 bonus points.

Spend x, Get x Points

These events are different from 20x the points events in that you will only get a pre-determined amount of points when spend a pre-determined amount of money.

The most popular of these events is "Spend \$75, get 18,500 points".

For this promotion, you would need to spend a minimum of \$75 (before taxes and coupons) in order to receive 18,500 Optimum points. If you spend more than \$75, you will still only receive 18,500 points.



You can certainly **split your purchases up to get even more points**, if you'd like. For example, if you had planned to make a \$150 purchase, you can do 2 separate transactions of \$75 and earn 37,000 Optimum Points (18,500 x 2).

I bet you're wondering if you can use coupons to get your total lower for these events as well, right?

The answer is YES — you sure can! If the minimum amount is \$75 and you spend only \$40 after your coupons have been applied, you will still earn 18,500 points (or whatever the point amount may be for that particular promotion).

Please note that the same rule applies in regards to only using dollar and cents off coupons.

4. Purchase products with bonus points attached, or with bonus point coupons.

If you walk up and down the aisles of your local Shoppers Drug Mart, you are likely to find dozens of products with special bonus point stickers attached to the shelves they are displayed on.

An example of what you might be able to find:

Aveeno Body Lotion → **1,000** bonus points

Gillette Deodorant → **2,000** bonus points WUB2

Pepto Bismol → **500** bonus points

Pedigree Dog Treats → **300** bonus points

Gatorade (single bottle) → **500** bonus points WUB3



Keep your eye out for these types of bonus point offers when you go shopping, as not all of them are listed in the Shoppers Drug Mart flyer or on their website.

Try this trick: When you see bonus point offers in store, check to see if they are only for certain sizes/scents/flavours. If not, purchase the smallest size possible!

Not too long ago, there was a promotion where you had to buy 2 Axe body wash products to earn 3,000 Optimum points — and since there were no size/scent restrictions, many people bought travel size items + used coupons. They earned thousands of points for very little money out of pocket.

NOTE: When you don't need a store coupon to take advantage of a bonus point offer, there is usually no limit to how many times you can earn the points. For example, if you wanted to buy the Aveeno body lotion to earn 1,000 points, you could buy 10 and earn 10,000 points.

You can also earn bonus Optimum points by redeeming special **bonus point coupons** that come from Shoppers Drug Mart directly.

There are many ways to obtain these coupons, such as being a “Very Important Baby” member (more information on the v.i.b. e-newsletter can be found on [page 29](#)), a Plus member (more information on Plus membership can be found on [page 28](#)) and directly on the Shoppers Drug Mart website.



Share this eBook!

MrsJanuary.com

The Ultimate Guide to Shoppers Optimum Rewards

Occasionally you will receive bonus point coupons in your email as well.

Here's a small sample of the offers that were recently available:

Pantene Ice Shine or Agua Light → **1,000** bonus points WUB2

Schick Hydro Silk Razor → **1,000** bonus points

Cold FX Extra Strength 12ct → **1,000** bonus points

Natvia Organics Toddler Fruit Snacks → **500** bonus points WUB2

Pampers Swaddlers Diapers → **1,500** bonus points

Balea Moisturizing Bath Oil → **1,000** bonus points

Check out the [Shoppers Drug Mart bonus point offers](#) to see if new offers have been posted. I suggest doing this at least once every week.

In addition to that, make sure you are signed up to receive email updates from Shoppers Drug Mart - this will ensure you are able to print any coupons that they email to you directly.

Also, you can always check out the [Mrs January Facebook Page](#) to find Shoppers Optimum bonus point offers—many of our readers post new ones as they find them.

A few notes about using bonus point coupons at Shoppers Drug Mart:

- You can use manufacturer coupons in addition to your bonus point coupons. For example, if you have a \$2 coupon for Pampers Swaddlers, you can use that as well as the 1,500 bonus points coupon.



- Most bonus point coupons limit use to one offer per Optimum member. Check the fine print on your coupon to find out if you are only allowed to use it once. If there is no limit on the coupon, you can use it as many times as you'd like.

5. Get a Shoppers Optimum Rewards card for your spouse.

Another trick that you can use to get Optimum points faster is to sign your spouse up for a card of their own.

Why would you want to do this? You can earn double the points when it comes to limited bonus point offers, if you have more than one card.

Let's say you have a really great bonus point coupon, but you are only allowed to use it once per Optimum member. If your spouse has a card of their own, they would be able to use that coupon as well. They would receive the bonus points and can just transfer them over to your account ([click here to transfer your points](#)).

6. Tell-A-Friend Event

This event hasn't happened in awhile and I am unsure if it will happen again (I really hope that it does, though!), but I thought I would mention it anyway, just in case.

The Shoppers Drug Mart Tell-A-Friend/Refer-A-Friend event is a promotion where you can earn Optimum points for referring your friends to the event (as long as they end up shopping and spending the minimum amount).

You and your friend(s) must shop during the specified dates in order to receive the points.



How it works:

- You will receive an email from Shoppers Drug Mart letting you know of the event date(s). This email will also include a link. Use that link to sign up for the event.
- Once you have signed up, you can then refer all of your friends through a page on the Shoppers Drug Mart website (10 friends maximum).
- On the day(s) of the event, you and your friends must spend the minimum amount required. Amounts vary, but are usually something along the lines of “spend \$20, get 5,000 points.”

If you and all 10 of your friends (that signed up under you) shopped on the event date(s) and spent the minimum \$20, the leader of the event (this would be you) would receive the maximum 55,000 points. You would then divide those points between all 11 people in your group (5,000 points each).

Note: You can **not** use coupons to lower your total during these events. Make sure that you spend the minimum required amount **AFTER** any coupons you have are redeemed.

These are the best ways that you can earn Optimum Points

faster, and I encourage you to try them all out and see what works best for you.



Share this eBook!

Mrs.January.com

The Ultimate Guide to Shoppers Optimum Rewards

CHAPTER 3

Frequently Asked Questions

Since the Shoppers Optimum Rewards program is so great, many people want to sign up and reap the rewards. With this comes a lot of confusion in regards to how exactly they can make the program benefit them the most.

I'm hoping that I can help with that.

Below is a list of frequently asked questions, separated by topic.

EARNING POINTS

How long will it take to reach the highest reward level (95,000 points)?

This will vary from person to person. It really all depends on how much you use your card.

Some people are able to get to the maximum reward level in just a few short weeks if there are many items that they need to purchase, and/or there are some great promotions going on. Others may only be able to get to the maximum reward level once or twice per year (if they're lucky).

Do I earn Optimum Points for prescription purchases?

Yes (depending on your province)! When filling your prescription, give your Optimum Rewards card to the pharmacist and have them scan it. Points for your prescription will be added to your card within 24-48 business hours (after your prescription has been filled).



Share this eBook!

Mrs.January.com

The Ultimate Guide to Shoppers Opimum Rewards

You can only receive points for prescription purchases if the prescription is in your own name (with the exception of your child that is 16 or younger).

Also, the points you receive are based on the full amount of your prescription cost (except in P.E.I. and B.C., where points are awarded on the portion of the prescription paid by the customer).

NOTE: Points are not awarded on prescription purchases in Ontario, Quebec or Newfoundland.

Why didn't my points show up when Shoppers Drug Mart said they would?

It's possible that they are just behind on awarding points.

Call head office (1-800-SHOPPER) and let them know that you did not get your points and they will likely just add them manually for you, right over the phone.

REDEEMING POINTS

If I only need to redeem for \$150 in merchandise and am redeeming at the max value of \$170, what happens to the other \$20?

You would lose that \$20. When you redeem your points, you are essentially giving up all of the points you need to redeem for whichever value you choose. If you are redeeming for the maximum amount of 95,000 points for \$170, I recommend "spending" that

entire \$170 so that you don't have to forfeit any of your points.





Share this eBook!

MrsJanuary.com

The Ultimate Guide to Shoppers Optimum Rewards

Ask the cashier for your total before you tell them to cash in your points to make sure you have hit the full value that you are redeeming for.

How many times can I redeem my points?

You are allowed 2 redemptions per card, per day. There is no limit to how many redemptions you can do in any given year.

Also, you can only redeem your points once per transaction. If you have 190,000 points (95,000 x 2) for a total of \$340 (\$170 x 2), you can not save \$340 off of one transaction — you have to break up your transaction into 2 purchases of \$170.

Can you return an item that you paid for with points?

Yes! Shoppers Optimum points used to pay for an item will be returned if your receipt is presented at the time of return and within the 30 day timeframe.

What if something is 15x the points during a 20x the points event?

You would earn 35x the points. This is an amazing way to collect points so jump on these offers when you see them, if possible.

Can I redeem my points for gift cards?

No, you are not able to redeem your Optimum points for gift cards.





Can I use manufacturer coupons when redeeming my points?

Absolutely. You *can* make your redemption dollars stretch further by using manufacturer coupons to lower your total, so be sure to use them if you have some available!

If you use \$30 in coupons and are redeeming for \$170, you will actually be able to “purchase” \$200 worth of merchandise, thanks to those coupons.

Do I earn regular points when redeeming my points?

No, you do not. You *will* earn regular points on any amount you spend above your redemption level, though. For example, if you redeem 95,000 points for \$170, but your total cost (before taxes) ends up being \$180, you would earn regular points on the \$10 difference.

Do I earn bonus points when redeeming my points?

It depends. Yes for set value and no for x points.

Yes → 1,000 points when you buy 1 Scott Paper Towels

No → 10x the points when you buy 1 Scott Paper Towels

Do I have to pay taxes on my redemption purchase?

Yes, you do. If you are redeeming for \$170, you would have to pay taxes on that amount (unless, of course, you purchased items that are not taxed).





Share this eBook!

Mrs.January.com

The Ultimate Guide to Shoppers Optimum Rewards

What are bonus redemptions and how often are they?

A bonus redemption is when your Shoppers Optimum points are worth more than usual.

This event is usually only valid on the two highest reward levels (sometimes it is the three highest).

50,000 points → **\$100 off** your purchase (an extra \$15)

95,000 points → **\$200 off** your purchase (an extra \$30)

There is no set schedule for bonus redemptions — they happen when they happen. You can usually expect a bonus redemption every few months, though some years have more bonus redemption events than others.

OTHER QUESTIONS

Does Shoppers Drug Mart allow price matching?

No, unfortunately you cannot price match at any Shoppers Drug Mart location.

Does Shoppers Drug Mart accept printable coupons?

Yes! According to their coupon policy (see [page 9](#)), all locations should be accepting printable coupons.





Share this eBook!

MrsJanuary.com

The Ultimate Guide to Shoppers Optimum Rewards

What are codes 2001, 2002, 2004?

These are the codes that cashiers must enter into their register when you are redeeming a coupon.

2001Dollar or cents off coupon

2002FPC (free product) or BxGx FREE coupon

2004Manager's coupon (dollar or cents off coupons attached to products — usually products that are about to expire)

When will my Optimum points expire?

Shoppers Optimum Points never expire. If you don't redeem all of your points one year, they are carried forward to the next year.



Share this eBook!

MrsJanuary.com

The Ultimate Guide to Shoppers Opimum Rewards

CHAPTER 4

Other Shoppers Drug Mart Offers

Very Important Baby (v.i.b.) e-Newsletter

This is a great newsletter for parents of young children.

When you become a member of the v.i.b. program, you will receive a **FREE sample package of great items for your baby**. You can expect a bib, Huggies diaper, Huggies sample pack wipes, Heinz baby food sample, Aveeno baby wash and Optimum coupons for baby products (please note that samples may vary). You can expect to receive this free package up to 3 months after your baby is born.

By **signing up for this newsletter**, you will receive special bonus point offers sent right to your email or home (so make sure they have your correct email and home address on file).

NOTE: You can only sign receive the free sample package once, regardless of how many children you have.

Spend x, Receive x Gift Card

Shoppers Drug Mart often has special promotions where you earn free gift cards for spending a certain amount of money at their stores.

The free gift cards are usually for Tim Hortons, Petro Canada, Esso and Shoppers Drug Mart. They also have promotions where you can earn free Cineplex movie tickets.

The promotion usually goes a little something like this: "Spend \$50, receive a free \$10 Tim Hortons gift card".



Share this eBook!

MrsJanuary.com

The Ultimate Guide to Shoppers Opimum Rewards

NOTE: You *can* use manufacturer coupons during these promotions, but you will likely not receive a gift card if you spend less than the minimum amount. I say “likely” because it all depends on the cashier.

During events such as 20x the points, your points are awarded to you by the register, not the cashier. With these gift card type promotions, the card is awarded to you by the cashier. So, it's really up to the cashier to decide whether or not you are entitled to the gift card (and if you don't spend the minimum amount after coupons, they will usually say that you aren't).

I always recommend spending the minimum amount **AFTER** coupons for these types of promotions to ensure you will get your gift card/movie ticket reward.

MEGA Bonus Redemption

For the last few years, Shoppers Drug Mart has offered a mega bonus redemption at the end of the year (usually some time in December, right before Christmas). This event is different from a regular bonus redemption because your points are worth much more than they would be during a bonus redemption.

This event is often only for the top 2 or 3 redemption levels.

30,000 points → **\$60 off** your purchase (an extra \$20 from a regular redemption)

50,000 points → **\$125 off** your purchase (an extra \$40 from a regular redemption)

95,000 points → **\$250 off** your purchase (an extra \$80 from a regular redemption)



Many people save their points all year long to take advantage of **this fabulous promotion**, but I suggest using caution when doing so, because this event is not guaranteed to happen every year (in fact, none of them are!).



Conclusion

The Shoppers Drug Mart Optimum Rewards Program is one that I recommend on a regular basis. I do not believe that there is another program available in Canada that beats the value of the Optimum program.

If you are not yet a member, I strongly encourage you to [sign up](#) and start taking advantage of all of the great offers available at Shoppers Drug Mart.

If you shop strategically and on a regular basis, it's possible that you can earn thousands (yes, THOUSANDS) of dollars worth of **free stuff** from Shoppers Drug Mart every year.



Resources

- Find many Shoppers Drug Mart promotions, coupons and other offers here. <http://mrsjanuary.com>
- Learn how to save 30% or more off your grocery bills every time you shop. <http://moneyinyourpocketcanada.com>
- Chat with other frugal Canadians about saving money, shopping with coupons and hunting for bargains.
<http://facebook.com/immrsjanuary>
- Shoppers Optimum Mastercard
<http://rbcroyalbank.shoppersdrugmart.ca/en/credit-card/credit-card.html>
- Become a member of Shoppers Drug Mart v.i.b.
<http://www1.shoppersdrugmart.ca/en/vib/home.aspx>
- Current Shoppers Drug Mart offers
<http://www.mrsjanuary.com/shoppers-optimum-points-coupons-offers/>
- Shoppers Drug Mart Coupon Policy (as of June 2011)
<http://mrsjanuary.com/coupon-policies/shoppers-drug-mart-canada-coupon-policy.pdf>



About the Author



Cassie Howard is the owner of **MrsJanuary.com**, a Canadian personal finance website that shows you how frugal living can be easy and fun.

She lives in Vaughan, Ontario with her husband Richard, their two young kids, Elliott & Kaylee, and their herd of animals.

She is obsessed (in a good way!) with using coupons and saving money on everything she can.