



BLUE RIDGE  
Associates

# How to Create Your ESOPConnection™ Account

**1** Participants seeking to access their ESOP account via ESOPConnection™ will need to set up Multi Factor Authentication (MFA) by selecting to receive a code via text message or by installing an authenticator app on their mobile phone such as Microsoft, Google, or DUO. These apps are available on the Apple App Store and Google Play for free.

The Microsoft, Google, and DUO authenticator apps are identified by the symbols to the right.



**2** Go to [www.esopconnection.com/wincofoods](http://www.esopconnection.com/wincofoods) or Scan QR code. Once on the site, under **Password/Token Management**, click on **Click here** to have a password token emailed. Locate the *Welcome to ESOPConnection™* email containing the 9-digit registration token before continuing to step 3. **If the token comes back as expired, click "reset password token" in the box on the right and one will be emailed to you.**



**3** To activate your account, enter your email address, the token number included in your personalized Welcome to ESOPConnection™ email from Blue Ridge, the last four digits of your social security number, create a new password, confirm the new password, and click on **Complete Registration.**

**4** Click on **activate your account** under **New Users:**

**5** You will need to select **Text Message** or **Code Generator**. If you select **Text Message**, click **Add** and provide the phone number the MFA code should be sent to. Once you receive the code via text, enter the code to verify your phone number. If you select **Code Generator**, scan the QR code displayed on your screen. Enter the authentication code from the authenticator app in the box below labeled "3". Click **Finish Enrollment.**



(The code will look something like the above image, depending on your device and the app you choose.)

## Congratulations! You have activated your account!

If you have questions or need assistance setting up your account, please contact the Blue Ridge WinCo ESOP call center at (434) 322-0445 or [wincofoods@oneblueridge.com](mailto:wincofoods@oneblueridge.com). The call center is available 8am - 9pm ET.