



## Ground Up Minimum Advertising Policy (MAP)

### Overview

Please see updates to our MAP pricing guidelines for our valued resellers and the sale of the Ground Up products.

To preserve our reputation and provide customers with high value products and strong after-sales support, and to further enhance the Ground Up brand image and its competitiveness in the marketplace, Ground Up is instituting a policy of minimum advertised price standards for Ground Up products.

### General Terms

This Minimum Advertised Pricing Policy (“MAP Policy”) will become effective immediately and will apply to retailers who resell Ground Up products to end users located in the United States.

Ground Up greatly values the efforts of all Resellers to distribute Ground Up products and support our customers. This MAP Policy is adopted for the benefit of all Resellers and will be uniformly enforced, with a few very specific exceptions.

### MAP Policy

MAP pricing for all Ground Up products can be found on your current price list, which may be amended or adjusted by Ground Up at any time in its sole discretion. The MAP list will identify the effective date, the products and MAP pricing for those products. The initial MAP pricing is attached as Appendix A.

All advertised prices must be at or above MAP for all Ground Up products if a MAP price has been established. Resellers are not required to list prices in advertising. If a price is listed in an advertisement it must be at or above MAP. Other statements such as “call for price” or “call for quote” are acceptable and permitted.

Resellers are free to set the actual resale price of any product as long as it is at or above MAP price given the most recent publication of the price list. Ground Up’s MAP policy for all Ground Up products apply to advertising placements, including but not limited to: print ads (inserts, magazines, newspapers, catalogs, mail order catalogs, etc.), broadcast (radio and TV), direct mail, faxes, internet placement with third parties (banner ads, broadcast emails, destination pages, third-party sites), internet placements on resellers own website, and any flyers, posters or coupons.

This MAP Policy applies only to advertised prices and does not apply to the price at which Ground Up products are actually sold or offered for sale to an individual consumer within



## Ground Up Minimum Advertising Policy (MAP)

Resellers' retail location or over the telephone. Resellers remain free to sell these products at any prices they choose under these circumstances. From time to time, Ground Up may permit resellers to advertise MAP Products at prices lower than the MAP price. In such events, Ground Up reserves the right to modify or suspend the MAP price with respect to the affected products for a specified period of time.

### **Pricing Statements**

Ground Up's MAP Policy does allow resellers to omit pricing entirely from advertisements and/or advertisement statements such as "Call for Price" or "Call for Quote."

### **Free Offers Associated with Ground Up Products**

Free shipping and/or handling, 0% sales tax promotions do not violate the MAP. The inclusion in advertising of free or discounted products (whether made by Ground Up or another manufacturer) with a product covered by this MAP Policy would be contrary to this MAP Policy if it has the effect of discounting the advertised price of the covered Ground Up products.

### **All Ground Up Products Price Matching Policies**

Price matching policies are acceptable. Price matching cannot be used as a valid reason for violations of Ground Up's MAP Policy. Advertised price must always be at MAP or higher.

## **Appendix A**



Ground Up Minimum Advertising Policy (MAP)

As of April 24, 2026

Products	Size	Selling Format	MAP Price	SRP
Ground Up Snickerdoodle Nut Butter	12oz	Single Jar	\$19.99	\$19.99
Ground Up Snickerdoodle Nut Butter	12oz	2 Pack	\$37.99	\$37.99
Ground Up Snickerdoodle Nut Butter	1.15oz	Box of 10 squeeze packs	\$18.00	\$18.00
Ground Up Macadamia Nut Butter	12oz	Single Jar	\$19.99	\$19.99
Ground Up Macadamia Nut Butter	12oz	2 Pack	\$37.99	\$37.99
Ground Up Macadamia Nut Butter	1.15oz	Box of 10 squeeze packs	\$18.00	\$18.00
Ground Up Triple Nut Crunch Nut Butter	12oz	Single Jar	\$19.99	\$19.99
Ground Up Triple Nut Crunch Nut Butter	12oz	2 Pack	\$37.99	\$37.99
Ground Up Honey Cardamom Nut Butter	12oz	Single Jar	\$19.99	\$19.99
Ground Up Honey Cardamom Nut Butter	12oz	2 Pack	\$37.99	\$37.99
Ground Up Chunky Hazelnut Nut Butter	12oz	Single Jar	\$19.99	\$19.99
Ground Up Chunky Hazelnut Nut Butter	12oz	2 Pack	\$37.99	\$37.99
Ground Up Salted Eggnog Nut Butter	12oz	Single Jar	\$19.99	\$19.99
Ground Up Salted Eggnog Nut Butter	12oz	2 Pack	\$37.99	\$37.99
Ground Up Cocoa Hazelnut Crunch Nut Butter	12oz	Single Jar	\$19.99	\$19.99
Ground Up Cocoa Hazelnut Crunch Nut Butter	12oz	2 Pack	\$37.99	\$37.99
Ground Up Sugar Cookie Nut	12oz	Single Jar	\$19.99	\$19.99

Updated April 24, 2026



Ground Up Minimum Advertising Policy (MAP)

Butter				
Ground Up Sugar Cookie Nut Butter	12oz	2 Pack	\$37.99	\$37.99
Ground Up Chocolate Covered Macadamia Nut Butter	12oz	Single Jar	\$19.99	\$19.99
Ground Up Chocolate Covered Macadamia Nut Butter	12oz	2 Pack	\$37.99	\$37.99
Ground Up Maple Cookie Nut Butter	12oz	Single Jar	\$19.99	\$19.99
Ground Up Maple Cookie Nut Butter	12oz	2 Pack	\$37.99	\$37.99
Ground Up Salted Pistachio Nut Butter	12oz	Single Jar	\$21.99	\$21.99
Ground Up Salted Pistachio Nut Butter	12oz	2 Pack	\$39.99	\$39.99