



MINIMUM ADVERTISED PRICING

Smash Foods - Oswald Co LTD

May 1, 2025

Overview

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

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

General Terms

This Minimum Advertised Pricing Policy ("MAP Policy") will become effective immediately and will apply to distributors and retailers, including catalog and internet retailers (collectively, "Resellers"), who resell Smash Foods products to end users located in the United States.

Smash Foods greatly values the efforts of all Resellers to distribute Smash Foods 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 Smash Foods products can be found on your current price list, which may be amended or adjusted by Smash Foods 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 Smash Foods 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. Smash Foods's MAP policy for all Smash Foods 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 Smash Foods products are actually sold or offered for sale to an individual consumer within 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, Smash Foods may permit resellers to advertise MAP Products at prices lower than the MAP price. In such events, Smash Foods reserves the right to modify or suspend the MAP price with respect to the affected products for a specified period of time.

Pricing Statements

Smash Foods'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 Smash Foods 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 Smash Foods 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 Smash Foods products.

All Smash Foods Products Price Matching Policies

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

Failure to Comply with the MAP Policy

At the sole discretion of Smash Foods, failure to comply with MAP, intentional and/or repeated failure to abide, may result in the immediate loss of Authorized Reseller status and your ability to purchase all Smash Foods products both direct as well as through distribution.

Smash Foods MAP enforcement

Any and all Resellers selling Smash Foods products which have not signed a Smash Foods MAP Policy agreement are classified as Unauthorized Resellers.

Violations from Authorized Resellers will need to be corrected within 24 hours of notification, or the account will be suspended until the MAP violation has been corrected.

Appendix A

As of May 1, 2025

Jars	Size	MAP Price	SRP
Smash Foods - Strawberry Superfood Jam	8oz	\$4.99	\$7.49
Smash Foods - Raspberry Superfood Jam	8oz	\$4.99	\$7.49
Smash Foods - Blueberry Superfood Jam	8oz	\$4.99	\$7.49
Smash Foods - Cherry Pomegranate Superfood Jam	8oz	\$4.99	\$7.49
Smash Foods - Concord Grape Superfood Jam	8oz	\$4.99	\$7.49
Smash Foods - Apricot Fruit Superfood Jam	8oz	\$4.99	\$7.49

Sachets	Size	MAP Price	SRP
Smash Foods - Strawberry Fruit Spread Single Serve	1.15oz	\$0.99	\$0.99
Smash Foods - Raspberry Fruit Spread Single Serve	1.15oz	\$0.99	\$0.99
Smash Foods - Blueberry Fruit Spread Single Serve	1.15oz	\$0.99	\$0.99
Smash Foods - Concord Grape Fruit Spread Single Serve	1.15oz	\$0.99	\$0.99

Bites	Size	MAP Price	SRP
Smash Foods - Sunflower Butter & Strawberry Jam Snack Bites	1.8oz	\$1.99	\$2.99
Smash Foods - Peanut Butter & Concord Grape Jam Snack Bites	1.8oz	\$1.99	\$2.99
Smash Foods - Cashew Butter & Blueberry Jam Snack Bites	1.8oz	\$1.99	\$2.99
Smash Foods - Choc Peanut Butter & Raspberry Jam Snack Bites	1.8oz	\$1.99	\$2.99

Toaster Pastries	Size	MAP Price	SRP
Smash Foods - Strawberry Toasties	5.7oz	\$3.99	\$5.99

Smash Foods - Concord Grape Toasties	5.7oz	\$3.99	\$5.99
Smash Foods - Blueberry Toasties	5.7oz	\$3.99	\$5.99