



# Minimum Advertised Pricing (MAP) Policy

## To Our Valued Resellers,

Wholesome Yum Brands LLC, d/b/a Wholesome Yum Foods, has been building the Wholesome Yum brand of zero-sugar products to a high perceived value since 2020. This MAP Policy, applicable to all Resellers of Wholesome Yum branded products, has been established by Wholesome Yum Brands LLC to help ensure the legacy of Wholesome Yum as a premium brand and to protect the reputation of its name and products. The intention of this policy is not to interfere with the business of our resellers but rather to enable our resellers to have sustainable business practices by allowing for a reasonable profit margin. Adhering to our MAP policy is critical to resellers and our brand in ensuring that consumers are able to purchase Wholesome Yum products from whomever they prefer while allowing our resellers to have sustainable margins.

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## Definitions

For the purposes of this MAP Policy, the following terms are defined as:

- **Reseller:** Any individual or entity that purchases Wholesome Yum products with the intention of reselling them to end consumers through any sales channel.
- **Minimum Advertised Price (MAP):** The lowest price at which a Wholesome Yum product may be advertised for sale by a reseller.
- **Manufacturer's Suggested Retail Price (MSRP):** The recommended retail selling price established by Wholesome Yum Brands LLC for its products.
- **Internet Sales Channels:** Any online platform where products are advertised or sold, including but not limited to websites, online marketplaces, social media platforms, and email marketing.

- **Advertisement:** Any public or promotional communication, regardless of medium, that offers or implies a price for Wholesome Yum products.

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## Scope of the Policy

- **Geographic Scope:** This MAP Policy applies to all resellers of Wholesome Yum products in the United States and Canada. For international resellers, please contact us for region-specific policies.
- **Sales Channels Covered:** This policy applies to all forms of reseller advertising, including but not limited to physical retail locations, email communications, Internet sales channels (including Amazon.com, Amazon.ca, all other international Amazon storefronts, Walmart.com, and auction websites like eBay), flyers, posters, coupons, mailers, inserts, newspapers, magazines, catalogs, mail order catalogs, television, radio, and public signage.

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## MAP Policy for Wholesome Yum Products Based on Reseller Sales Channel

1. **Physical Retail Brick-and-Mortar Reseller Locations, Email, and Internet Sales Channels (excluding Amazon.com, Amazon.ca, all other international Amazon storefronts, and Walmart.com):**
  - **MAP:** Reseller product MAP must equal the Manufacturer's Suggested Retail Price (MSRP).
2. **Amazon.com (US storefront only) and Walmart.com:**
  - **MAP:** Reseller product MAP must be no less than the price that Wholesome Yum Foods is currently selling the product for on the same platform.
3. **Amazon.ca (Canada storefront only) and All Other International Amazon Storefronts:**
  - **MAP:** Reseller product MAP must be no less than the currency-converted price that Wholesome Yum Foods is currently selling the product for on the same platform in the US (for example, Amazon.com).

**4. Auction Websites (such as eBay):**

- **MAP:**
  - "Buy It Now" Reseller product MAP must be equal to or greater than the MSRP.
  - Opening bid must start at the MSRP.
  - Best offer type auctions are not allowed.

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**General Notes and Guidelines**

**1. MAP and MSRP Adjustments:**

- MAP and MSRP pricing is established by Wholesome Yum Brands LLC and may be adjusted at its sole discretion.

**2. MSRP Publication:**

- The MSRP is listed for each product on the Wholesome Yum Wholesale Pricing Document that you received.

**3. Current Pricing Reference:**

- Wholesome Yum Brands may adjust Amazon.com and Walmart.com pricing at its sole discretion. When deciding how to price a Wholesome Yum product on these platforms, first consult the current price on Amazon.com and Walmart.com, respectively. See the Appendix for an example of how current pricing information can be retrieved.

**4. Temporary Promotions:**

- Temporary sales, discounts, and promotions that lower the price to the consumer of a product below MAP are allowed, provided:
  - The price reduction below MAP is not longer than 30 days in duration.
  - Such promotions do not occur more than 5 times throughout a calendar year.
  - The Price reduction below MAP is featured on a Reseller-owned website and is not allowed under any conditions for Amazon and Walmart storefronts worldwide.

**5. Company Direct Sales:**

- Wholesome Yum Brands reserves the right to sell products directly to consumers at MAP pricing, abiding by the same policy to which we hold our resellers.

**6. Company Promotions:**

- Wholesome Yum Brands reserves the right to sell products below MAP only for limited-time sales, discounts, and promotions. These sales, discounts, and promotions do not impact the MAP pricing in effect at that time.

**7. Price Changes Notification:**

- If Wholesome Yum Brands raises or lowers the MSRP, and thus MAP, for any product, we will distribute an updated Wholesome Yum Wholesale Pricing Document to all resellers.

**8. Advertising Media Covered:**

- The MAP Policy applies to all advertisements of Wholesome Yum products in any and all media, including, but not limited to, flyers, posters, coupons, mailers, inserts, newspapers, magazines, catalogs, mail order catalogs, email, Internet or similar electronic media, television, radio, and public signage.

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**Enforcement Procedures**

Wholesome Yum Brands LLC will monitor compliance with this MAP Policy. In the event of a violation:

**1. First Violation:**

- The reseller will receive a written warning outlining the violation and requesting immediate correction of the advertised price to comply with the MAP Policy.

**2. Second Violation:**

- The reseller's account will be suspended, or shipments will be ceased for a period of 30 days. A written notice will be provided.

### **3. Third Violation:**

- Wholesome Yum Brands LLC will terminate its business relationship with the reseller. Future orders will not be accepted, and any existing orders may be canceled.

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### **Policy Modification Clause**

Wholesome Yum Brands LLC reserves the right to modify, suspend, or discontinue this MAP Policy in whole or in part at any time. We will make reasonable efforts to notify resellers of any changes.

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### **Confidentiality Clause**

The terms of this MAP Policy are confidential and should not be disclosed to third parties. Resellers are expected to treat all aspects of this policy as proprietary information of Wholesome Yum Brands LLC.

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### **Legal Compliance Statement**

This MAP Policy is intended to comply with all applicable laws and regulations. All aspects of this policy are established unilaterally. Resellers are expected to comply with all federal, state, and local laws and regulations in their advertising and sales practices.

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### **Acknowledgment**

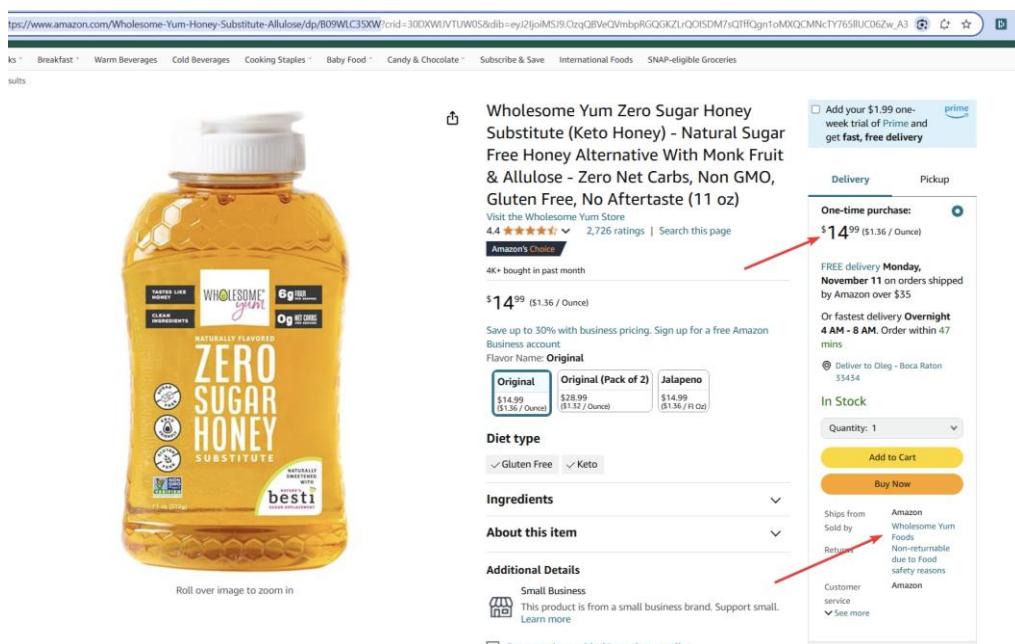
By continuing to advertise or sell Wholesome Yum products, resellers acknowledge their understanding of this MAP Policy and their intent to comply.

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# APPENDIX

## Looking Up the Current Amazon.com Minimum Advertised Price for a Wholesome Yum Product:

1. **Search for a Wholesome Yum product on Amazon.com.** For example, Wholesome Yum Zero Sugar Honey:  
<https://www.amazon.com/Wholesome-Yum-Honey-Substitute-Allulose/dp/B09WLC35XW>
2. **Identify the price of the product when sold by "Wholesome Yum Foods" as shown in the screenshot below:**

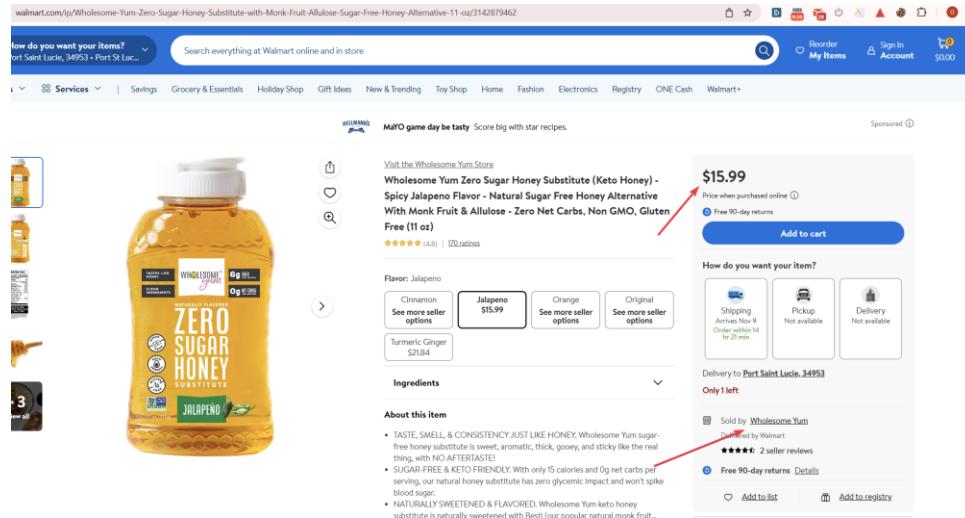


- The "One-Time Purchase" price of the product when sold by "Wholesome Yum Foods" is the Minimum Advertised Price for all Amazon storefronts worldwide.

## Looking Up the Current Walmart.com Minimum Advertised Price for a Wholesome Yum Product:

1. **Search for a Wholesome Yum product on Walmart.com.** For example, Wholesome Yum Zero Sugar Honey:  
<https://www.walmart.com/ip/Wholesome-Yum-Zero-Sugar-Honey-Substitute-with-Monk-Fruit-Allulose-Sugar-Free-Honey-Alternative-11-oz/1954858701>

2. Identify the price of the product when sold by "Wholesome Yum" as shown in the screenshot below:



- The "Price when purchased online" of the product when sold by "Wholesome Yum" is the Minimum Advertised Price for Walmart.com.