

## **MAP Policy**

Zest Tea is focused on maintaining high margins for our distributor and Internet Reseller network. In recognition of the investment in time and resources required for our high-quality Internet Resellers to provide the level of customer service and product knowledge expected from our customers, Zest Tea is committed to enforcing policies which allow our Internet Resellers to maintain high profit margins. Zest Tea has an established Minimum Advertised Price (MAP) Policy that an Authorized Internet Reseller must follow for the advertising and marketing of Zest Tea products. All Zest Tea Authorized Internet Resellers must abide by the terms and conditions of the following MAP Policy. For the purposes of this policy, Internet Resellers are companies selling on online marketplace platforms that include, but are not limited to, Amazon, Ebay, Etsy, Jet.com, iHerb, etc. This policy does not apply to Internet Resellers selling Zest Tea products on owned online shops.

### **Zest Tea's MAP Policy Guidelines for Zest Tea Products**

MAP pricing for all Zest Tea products can be found in the price list in Attachment 1. All advertised prices must be at or above MAP for all Zest Tea products sold by Internet Resellers if a MAP price has been established by Zest Tea. Internet 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.

Internet Resellers are also responsible for ensuring their Zest Tea pricing is at or above MAP on internet search engines. Internet Reseller 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. Zest Tea's MAP policy for all Zest Tea 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 Internet Reseller's own website, and any flyers, posters or coupons.

From time to time, Zest Tea may permit Internet Resellers to advertise MAP Products at prices lower than the MAP price. In such events, Zest Tea reserves the right to modify or suspend the MAP price with respect to the affected products for a specified period of time by providing advance notice to all Internet Resellers of such changes.

### **Pricing Statements**

Zest Tea's MAP Policy does allow Internet Reseller to omit pricing entirely from advertisements and/or advertisement statements such as "Call for Price" or "Call for Quote."

### **Free Offers Associated with Zest Tea's Products**

Free shipping and/or handling, 0% sales tax, or free financing promotions do not violate the MAP.

### **All Zest Tea Products Price Matching Policies**

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

### **Failure to Comply with the MAP Policy**

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

### **Zest Tea will utilize the following steps to resolve MAP violations:**

1. Distributors of Zest Tea are required to provide an up to date Zest Tea MAP policy to any Internet Reseller selling Zest Tea products.
2. Violations from Authorized Resellers will need to be corrected within 24 hours of notification.
  1. 1st Violation: Internet Reseller will be reported to UNFI according to the UNFI "Map Management Guide for Submitting Violations" document. Verified accounts will then receive a 48-HOUR WARNING to adjust their pricing per the applicable Zest Tea's Map pricing.
  2. 2nd Violation: If the same account violates Zest Tea's MAP policy for a second time, they will be sent a RESTRICTION NOTICE by UNFI; the violation will be noted and the account will be restricted from purchasing Zest Tea items from UNFI/SN/HG.

\*\*\*Zest Tea will issue a new price list upon changes to MAP pricing. Pricing must be updated immediately upon receipt.\*\*\*

UPC	Supplier Part Number	UNFI West Codes	UNFI East Codes	Description	Normal Retail SRP	Internet Reseller MAP SRP	Internet Reseller 2-pack MAP SRP
8-61379-00010-3	1001-15	48825	208840-9	Tea, (Tin) Blue Lady Black Tea	7.99	12.95	24.95
8-61379-00012-7	1002-15	48827	208841-7	Tea, (Tin) Pomegranate Mojito Greer	7.99	12.95	24.95
8-61379-00011-0	1004-15	48827	208842-5	Tea, (Tin) Cinnamon Apple Black Tea	7.99	12.95	24.95
8-61379-00013-4	1003-15	48826	216822-7	Tea, (Tin) Earl Grey Black Tea	7.99	12.95	24.95
8-55005-00710-9	1006-15			Tea, (Tin) Spicy Masala Chai Black Te	7.99	12.95	24.95
8-55005-00711-6	1007-15			Tea, (Tin) Superberry Samba Green T	7.99	12.95	24.95