



**MINIMUM ADVERTISED PRICING
(MAP) POLICY – Bragg Live Food Products
January 15, 2025**

Overview

Please see updates to our MAP pricing guidelines for our valued resellers and the sale of Bragg Live Food Products.

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

General Terms

This Minimum Advertised Pricing Policy (“MAP Policy”) will become effective immediately and will apply to distributors and retailers, including catalog and **Any and all** internet retailers (collectively, “Resellers”), who resell BRAGG branded products to end users located in the United States.

At Bragg, we greatly value the efforts of all Resellers to distribute Bragg 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.

Online Practices

Reseller will not promote, market, advertise, offer to sell or sell any Bragg products on or through any online marketplace or auction service such as: Ebay, Amazon Marketplace, Jet.com or like websites, except if adhering to BRAGG’s MAP pricing policy. Unless consented by Bragg Live Food Products LLC in writing and in advance of any different pricing. It is also understood that Bragg may update its pricing at any time.

MAP Policy

MAP pricing for all BRAGG products can be found on your current price list, which may be amended or adjusted by BRAGG 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 BRAGG 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. BRAGG MAP policy for all BRAGG 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 BRAGG 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, BRAGG may permit resellers to advertise MAP Products at prices lower than the MAP price. In such events, BRAGG reserves the right to modify or suspend the MAP price with respect to the affected products for a specified period of time.

Pricing Statements

BRAGG'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 Bragg 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 Bragg Live Food Products 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 BRAGG products.

All Bragg Live Food Products Price Matching Policies

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

Failure to Comply with the MAP Policy

At the sole discretion of Bragg, 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 Bragg products both direct as well as through distribution.

BRAGG MAP enforcement

Any and all Resellers selling Bragg products must follow the Bragg MAP Policy agreement otherwise they will be classified as an Unauthorized Reseller.

Violations from Authorized Resellers will need to be corrected within 96 hours of notification, or the account will be suspended until the MAP violation has been corrected.



**Appendix A – MAP Price List Insert
January 15, 2025**

ITEM CODE	ITEM DESCRIPTION	SIZE	UPC CODE	MAP/Unit Price	MAP/Pk Price
BRAGG APPLE CIDER VINEGAR					2 Pack
SVCBOACV16	Bragg Apple Cider Vinegar 16oz	16oz	0-74305-00116-1	\$10.05	\$17.54
SVCBOACV32	Bragg Apple Cider Vinegar 32oz	32oz	0-74305-00132-1	\$14.80	\$23.94
SVCBOACV128	Bragg Apple Cider Vinegar 128oz	128oz	0-74305-01128-3	\$27.54	\$55.08
	Bragg 32oz Apple Cider Vinegar 1/2 Pallet DISPLAY	32oz	0-74305-00132-1	N/A	N/A
BRAGG APPLE CIDER VINEGAR ENHANCED 32oz					2 Pack
SVCBOCLEANSE32	Bragg Apple Cider Vinegar Wellness Cleanse 32oz	32oz	0-74305-01432-1	\$19.04	\$30.03
BRAGG APPLE CIDER VINEGAR ENHANCED 16oz					2 Pack
SVCBOACVBH16	Bragg Apple Cider Vinegar Enhanced Honey 16oz	16oz	0-74305-01316-4	\$13.04	\$26.08
SVCBOEVCG16	Bragg Apple Cider Vinegar Enhanced Citrus Ginger 16oz	16oz	0-74305-01616-5	\$13.04	\$26.08
SVCBOEVCA16	Bragg Apple Cider Vinegar Enhanced Cranberry Apple 16oz	16oz	0-74305-01716-2	\$13.04	\$26.08
SVCBOEVHC16	Bragg Apple Cider Vinegar Honey Cayenne Wellness Cleanse 16oz	16oz	0-74305-01433-8	\$13.04	\$26.08
BRAGG APPLE CIDER VINEGAR REFRESHERS					2 Pack
SVCBORH	Bragg Apple Cider Vinegar Refresher Honey & Green Tea 16oz	16oz	0-74305-05016-9	\$7.52	\$15.04
SVCBORG	Bragg Apple Cider Vinegar Refresher Ginger Lemon Honey 16oz	16oz	0-74305-05116-6	\$7.52	\$15.04
SVCBORA	Bragg Apple Cider Vinegar Refresher Apple Cinnamon Tea 16oz	16oz	0-74305-05216-3	\$7.52	\$15.04
SVCBORCG	Bragg Apple Cider Vinegar Refresher Grape Hibiscus 16oz	16oz	0-74305-05316-0	\$7.52	\$15.04
BRAGG LIQUID AMINOS					2 Pack
SVCBLA6	Bragg Liquid Aminos Spray Bottle 6oz	6oz	0-74305-00006-5	\$7.05	N/A
SVCBLA10	Bragg Liquid Aminos Glass 10oz	10oz	0-74305-00010-2	\$8.54	N/A
SVCBLA16	Bragg Liquid Aminos 16oz	16oz	0-74305-00016-4	\$8.54	\$14.05
SVCBLA32	Bragg Liquid Aminos 32oz	32oz	0-74305-00032-4	\$13.54	N/A
SVCBLA128	Bragg Liquid Aminos 128oz	128oz	0-74305-00128-4	\$36.54	N/A
BRAGG COCONUT AMINOS					2 Pack
SVCBOCLA10	Bragg Coconut Aminos Glass 10oz	10oz	0-74305-00610-4	\$13.04	\$26.08
SVCBOCLA16	Bragg Coconut Aminos 16oz	16oz	0-74305-00601-2	\$10.04	\$20.08
BRAGG OLIVE OIL					
SVCBOO16	Bragg Olive Oil 16oz	16oz	0-74305-02016-2	\$18.04	N/A
SVCBOO32	Bragg Olive Oil 32oz	32oz	0-74305-02032-2	\$32.04	N/A
SVCBOO128	Bragg Olive Oil 128oz	128oz	0-74305-02128-2	\$79.04	N/A
BRAGG DRESSINGS & MARINADES					3 Pack
SVCBSDOV	Bragg Dressing Vinaigrette 12oz	12oz	0-74305-03012-3	\$12.54	\$24.54
SVCBSDGS	Bragg Dressing Ginger & Sesame 12oz	12oz	0-74305-03112-0	\$12.54	\$24.54
SVCBSDOACV	Bragg Dressing Oil Free Vinaigrette 12oz	12oz	0-74305-03512-8	\$12.54	\$24.54
BRAGG SEASONINGS					2 Pack
SVCBSPOSP	Bragg Sprinkle 1.5oz	1.5oz	0-74305-06002-1	\$7.05	\$14.03
SVCBSPNY12C24	Bragg Nutritional Yeast 12oz	12oz	0-74305-06601-6	\$15.04	\$30.03
SVCBSPNYG3C24	Bragg Nutritional Yeast Garlic 3.0 oz	3oz	0-74305-06604-7	\$7.54	\$15.04
SVCBSPNYS3C24	Bragg Nutritional Yeast Smoky BBQ 3.0 oz	3oz	0-74305-06602-3	\$7.54	\$15.04
SVCBSPNY	Bragg Nutritional Yeast 4.5oz	4.5oz	0-74305-06605-4	\$7.54	\$15.04