



## **Go Raw, LLC's MAP Policy Guidelines for Steve's Real Food Products**

MAP pricing for all Steve's Real Food products can be found on your current price list. All advertised prices must be at or above MAP for all Steve's Real Food products. Resellers are not required to list prices in advertising. If a price is listed in an advertisement it must be at or above MAP. Resellers are free to set the actual resale price of any Steve Real Food product as long as it is at or above MAP price given the most recent publication of the price list.

Go Raw, LLC's MAP policy for all Steve's Real Food 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.

From time to time, Steve's Real Food may permit resellers to advertise MAP Products at prices lower than the MAP price. In such events, Steve's Real Food reserves the right to modify or suspend the MAP price with respect to the affected products for a specified period of time.

### **Pricing Statements**

Go Raw, LLC's MAP Policy does allow resellers to use statements such as "Call for Price" in any advertising.

### **All Steve's Real Food Products Price Matching Policies**

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

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

At the sole discretion of Go Raw, LLC, failure to comply with MAP, intentional and/or repeated failure to abide, may result in the immediate loss of Authorized Retailer Status. Go Raw has the right to restrict future sales by the retailer via a stop sale with the retailer's distributor.