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Advance Tabco Minimum Advertised Price Policy (MAP)

January 1st, 2021

Re-Sellers must advertise at price equal to or greater than the following:

Advance Tabco Product and Price Guide

50/10 Discount (.45 multiplier) off List Price

Advance Tabco Foodservice Flyer

Excluded from MAP

E-Commerce resellers may not use any language that insinuates that a better price is available through the following methods:

- Add to Cart
- Login
- Email
- Text Message
- Call
- Live Chat
- Mouseover

Prices for Advance Tabco products may not be displayed with a strikethrough font.

Language such as “add to cart for details” or “login for info” with no mention of a better price is acceptable.

The interpretation of this MAP policy is at the discretion of Advance Tabco, and is subject to change with written notice.