



January 2016

## **Minimum Advertised Pricing Policy**

Dear Valued Sales Partner,

In order to maintain a fair business environment for all of its Authorized Dealers, Carter-Hoffmann has updated our “Minimum Advertised Price” policy (MAP Policy), which is applicable to all authorized Carter-Hoffmann foodservice dealers and distributors. This policy is effective January 1, 2016 and supersedes any previous agreements or statements of policy, and applies to all equipment categories specified in the company’s foodservice price list and AutoQuotes.

Authorized Dealers and Distributors of Carter-Hoffmann equipment must adhere to this policy. Prices must be listed clearly at or above the pricing we ask it to be, whether it be through electronic or printed media.

### MINIMUM ADVERTISED PRICING

Carter-Hoffmann’s “Minimum Advertised Pricing” policy applies to all products and will be effective January 1<sup>st</sup>, 2016. Beginning January 1, advertised prices may be at 45% off list price or higher except for the following selected products:

Banquet Carters – BB96, BB120, BB150, BB1300  
Chip Warmers – CW1, CW2E, CW4  
HotLOGIX Holding Cabinets – HL1-18, HL2-18, HL3-18, HL4-18  
Finishing Cabinet – CGM24

These exceptions may be advertised at 55% off list price or higher.

All advertised, displayed, or listed prices on the internet or in print of Carter-Hoffmann products in any format on the Dealer’s internet web site, or internet-based account, are subject to this policy. The rules of our Minimum Advertised Pricing policy are detailed below. Refer to the most current Carter-Hoffmann Price List, including amendments as they may develop between printings.

### MAP POLICY GUIDELINES

This MAP Policy requires that for all products, a price of no less than the MAP price to be visible when encountered by the consumer in any media.

Products must maintain adherence to MAP at all levels of internet interaction, both above and below the shopping cart. Language or graphics that state or suggest that a product is being promoted at a price less than the MAP price, are a violation of this MAP Policy.

Examples of violations include, but are not limited to:

- Showing a product price with a slash line through it in a manner that suggests or states that the advertised offer is less than the MAP price.
- Offering an instant rebate or \$ or % off in a manner that states or suggests that the advertised offer is less than the MAP price.
- Offering any MAP product as a free or gift item.
- Using language such as “sale price” or “new low price” or words such as “subtract” or “less” in a manner that states or suggests that the advertised offer is less than the MAP. Call or email for a “better price” is considered a violation.

## ADVERTISING MEDIA

This MAP Policy covers ALL forms of advertising media, including but not limited to:

- Print media including newspapers, circulars, magazines and periodicals
- Direct mailers, including flyers and newsletters (distribution methods include, but are not limited to, regular mail and email)
- Internet sales, including web site and sales via apps for mobile devices
- Broadcasts, including radio and television ads
- Mail order catalogs

This policy covers internet web browser search pages, banner advertisements, broadcast emails, destination pages and third party sites such as:

- Internet-only e-commerce sites
- Shopping portals
- Authorized Dealer's web site(s)
- Auction houses

This MAP Policy does not cover in-store advertising or in-store merchandising, such as point-of-sale, shelf takers, pricing tags, end cap displays and window displays in brick-and-mortar store locations.

## ENFORCEMENT OF MAP POLICY

If a Dealer is marketing our brand in such a way that circumvents the policy, we will ask the Dealer to change the manner in which they represent our products.

If a violation is detected, we will notify the dealer and give them a 72-hour notice to remedy the infraction. If the violation is not corrected within the 72-hour period Carter-Hoffmann reserves the right to cease shipments for thirty (30) days. Repeated violations may result in more serious measures, including forfeiture of rebate dollars and/or termination of distribution rights. Pricing is valid for US domestic sales only. Contact Kim Aaron, MAP Coordinator at 847-573-3649 or at [kaaron@carter-hoffmann.com](mailto:kaaron@carter-hoffmann.com) for any questions regarding our MAP policy.

Sincerely;

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