



MINIMUM ADVERTISED PRICE POLICY

Effective August 1st, 2020

Quantum Food Service has implemented a Minimum Advertised Price Policy (herein referred as MAP Policy or Policy) to ensure that end users have access to accurate product information and support during the selection, sale, and post-sale of any of our products. In addition, this Policy promotes a more effective marketing and sales of Quantum Food Services products, increases the competitive position of our line, and protects the brand image Quantum Food Service has built in the food service industry.

As used in this MAP Policy, “reseller” means any reseller, distributor, sales representative, or dealer.

1. Establishment of and Changes to MAP Policy

Quantum Food Service reserves the right to modify this Policy at any time. In addition, this Policy may be suspended for certain promotions or time periods at Quantum’s sole discretion. All resellers will be notified at least 30 days in advanced of any change/update to the MAP Policy, and resellers must implement the new MAP Policy by the end of such 30-day period.

Quantum Foodservice establishes this Policy unilaterally without reseller involvement. The terms in this Policy are non-negotiable and will not be altered or suspended for any reseller(s).

2. Reseller(s) Compliance

Reseller acknowledges full disclosure of all its corporate and business names under its control (including DBA’s) to Quantum Food Service.

This Policy does not stipulate or restrict the price of any Quantum Food Service products. The final sell price is determined by the reseller. Quantum Food Service MAP Policy only affects the price that a product may be advertised at.

Authorized Quantum Food Service reseller is responsible for communicating the minimum advertised price of Quantum products, the terms of this Policy and any further modifications to their dealers, customers and others who may resell products that were provided by Quantum.

Any reseller who does not agree to the terms of this Policy will be considered an Unauthorized Dealer, and partnership will be terminated.



Quantum Food Service Minimum Advertised Price Policy

- Reseller shall be knowledgeable of Quantum Food Service Products and be able to inform customers on features and operational questions, satisfactorily representing Quantum Food Service brand.
- All images of Quantum Food Service products will properly represent the product.
- This Policy applies only to advertised prices both online and offline including emails, newspapers, catalogs, magazines, flyers, brochures, television, radio ads, etc.
- Any advertisement that does not include pricing for Quantum Food Service Products follows this Policy.
- Advertised price displayed for Quantum Food Service products must remain visible to the customer on all pages accessible to public including but not limited to “shopping cart” and check out pages.
- In-store or online advertising whether based on special membership or public, is also subject to this MAP Policy.
- Password protected internet websites that limit viewing and purchases exclusively to registered users who have negotiated prices with the reseller are not considered advertising under this Policy.
- Displaying the price on a portion of a website that may be accessed only after a customer has created an account by providing his/her name and email address is a violation to this Policy.
- No advertisement may refer to the existence of a policy that prevents the reseller from advertising a lower price for Quantum Food Service products.
- No advertisement may state or imply that a Quantum Food Service Product is free.
- Reseller may advertise “floor models”, “used” or “damaged” Quantum Food Service products below the minimum advertised price if the advertisement clearly states that the product being offered at that price falls into one of these categories.
- Generic coupons that cover all items in a reseller store do not violate this Policy if the coupon is not included or referred to in an advertising that features Quantum Food Service products.
- Reseller may reserve the right to match prices for a certain Quantum Food Service product if this product is not advertised as such.
- Minimum advertised price is shown as a percentage off from current list price. You may find the most updated list price by visiting www.quantumfoodservice.com, click on Catalog Download tab and select [Quantum Food Service Main Catalog](#), or email sales@quantumfoodservice.com. Quantum Food Service minimum advertised price go as follow:

Product	MAP Policy - % off List Price
All Quantum Food Service Products	60%



3. Enforcement of the Policy

Quantum Food Service will monitor reseller(s) for compliance to the MAP Policy; and reserves the right to impose penalties, at its sole discretion, if believes that a reseller has violated or engaged in activities to evade this Policy.

Shall a reseller fail to abide by this Policy, Quantum Food Service will take the following actions:

1st Violation: Quantum Food Service will issue a written communication to reseller and allow them 72 hours to comply with the Policy. If violation is not corrected within that time, Quantum Food Service will suspend shipments to reseller for 30 days.

2nd Violation: Quantum will forfeit all rebates/marketing incentives offered to the dealer for the quarter during which the infraction takes place.

3rd Violation: Quantum Food Service will made reseller remove all Quantum content from their website or any other means by which the reseller has pictures, spec sheets or any Quantum content for 6 months. Upon completion of this time, Quantum Food Service reserves the right to re-establish or terminate partnership with reseller.