



## **Vollrath Foodservice MAP Policy Update - Effective August 18, 2025**

Dear Valued Channel Partner,

Following thoughtful analysis and ongoing dialogue with our dealer network, we're revising our Minimum Advertised Price (MAP) policy to more closely align with the premium quality of our products and the reputation of the Vollrath brand.

### **Effective August 18, 2025, the new MAP guidelines are:**

- Smallwares: Maximum advertised discount revised from 55% to 50% off list price
- Lifetime Guarantee Smallwares will remain with a maximum advertised discount of 45% off list price

### **We believe this adjustment will:**

- Reinforce Vollrath's positioning as a best-in-class smallwares provider
- Reward partners who highlight and upsell the unique features and benefits of our products

Please review the attached full MAP policy for complete details. If you have any questions or need further clarification, reach out to your regional sales representative. Thank you for your continued partnership and support.

Sincerely,

**Erik Lampe**  
CEO & President