Minimum Advertised Price
(MAP) Policy

At Fresh Roasted Coffee we are committed to maintaining the integrity of our brand, supporting our reseller network, and ensuring a fair and competitive marketplace. To achieve these goals, we have established a Minimum Advertised Price (MAP) Policy. This policy applies to all e-commerce customers and resellers who advertise Fresh Roasted Coffee's products in any public-facing manner.

Below, we've outlined the key components of this policy.

Purpose of the MAP Policy

The purpose of this policy is to:

- Preserve the premium image of the Fresh Roasted Coffee brand.
- Support a fair and competitive marketplace for all resellers.
- Prevent price erosion and ensure consistent value for our customers.

Scope of the Policy

1. **Applies to:**
    - All Fresh Roasted Coffee, Positively Tea, and Positively Botanicals products that are listed in the current wholesale and retail catalogs.
    - All public-facing advertising channels, including websites, social media platforms, and email promotions. *Online marketplaces (Amazon, Walmart eBay, or similar platforms) are prohibited.*
2. **Advertised Price vs. Selling Price:**
    - Resellers are free to sell products at any price. However, publicly advertised prices must not fall below the minimum advertised prices on freshroastedcoffee.com, positivelytea.com, and positvielybotanicals.com.

Fresh Roasted Coffee LLC.
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Key Guidelines

- **Discounts & Promotions:** Promotions that result in an advertised price below MAP (e.g., discounts, coupons, or rebates) are not permitted unless pre-approved in writing by Fresh Roasted Coffee LLC.
- **Bundles & Packages:** Bundling products is allowed, but the total advertised price of the bundle must not cause individual products to fall below their MAP.
- **Clearance & Liquidation:** Requests to advertise clearance or liquidation pricing must be submitted for approval.

Policy Enforcement

Fresh Roasted Coffee actively monitors all channels to ensure compliance with this policy. Violations will be addressed as follows:

1. **First Violation:** Written warning and a request to correct the issue within 5 business days.
2. **Second Violation:** Suspension of your account.

We reserve the right to take enforcement actions at our discretion.

If you have any questions, need clarification, or would like to discuss your account, please don't hesitate to reach out to us at wholesale@freshroastedcoffee.com.

Thank you for your cooperation and partnership. We look forward to building a successful relationship with you!

Wholesale Department

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