



olive oil lovers

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Wholesale & Minimum Advertised Pricing Policy/Agreement (MAP)

Olive Oil Lovers recognizes that the growth of our brands is tied to the success of our network of select authorized resellers. We also know that many of our resellers invest significant time and resources to deliver an extraordinary customer experience. We want to protect their ability to do so, while at the same time discouraging online price-based advertising that would be detrimental to our resellers' service and support efforts. As a result, Olive Oil Lovers has established this Minimum Advertised Price (MAP) Policy.

The products covered by this MAP Policy are all branded products imported and sold by Olive Oil Lovers. Olive Oil Lovers, in its sole discretion, reserves the right to discontinue doing business with any reseller that advertises online any of our branded product(s) covered by this MAP Policy.

Olive Oil Lovers recognizes that resellers are free to make their own decisions to advertise and sell any products at any price they choose, without consulting or advising Olive Oil Lovers. Similarly, Olive Oil Lovers will exercise its right to make its own decisions regarding the Olive Oil Lovers Authorized Reseller Program, product allocation, new product availability, or future promotional, joint marketing, or sponsorship programs.

The MAP Policy applies to advertised prices, not the price at which MAP Products are actually sold or offered for sale to an individual in-store or over the telephone. Olive Oil Lovers believes in maintaining a well-regulated and fair marketplace for all its authorized resellers and brands.

The MAP Policy applies to all online advertisements of MAP Products in any and all ecommerce channels and all online media. In addition, this may include but not be limited to flyers, posters, coupons, mailers, inserts, newspapers, magazines, catalogs, television, radio, and public signage, as well as internet sites, social media sites or apps in the effort to maintain a fair retail market and brand integrity.

From time to time, Olive Oil Lovers may permit resellers to advertise MAP Products at prices lower than the MAP retail price. In such events, Olive Oil Lovers reserves the right to modify or suspend the MAP retail price with respect to the affected products for a specified period of time by providing advance notice to all resellers of such changes.

Olive Oil Lovers' MAP Policy Administrator is solely responsible for determining whether a violation of the MAP Policy has occurred, as well as determining appropriate actions.

MAP pricing is listed on the Olive Oil Lovers wholesale price list under the MSRP/MAP pricing column.

By placing an order you are agreeing to the MAP pricing and indicate you understand this policy and you are willing to abide by its terms and conditions.

Sandy Plichta
Wholesale Manager
MAP Policy Administrator