



Minimum Advertised Pricing (MAP) Policy

Once Again Nut Butter Collective, Inc. (hereinafter, "Once Again" or "Once Again Nut Butter") has determined that its interests are best served through the adoption of a minimum advertised price ("MAP") policy. This MAP policy is designed to (1) protect reseller margins so that desirable pre-sales and post-sales services and infrastructure can be provided by our channel partners (2) support the Once Again brand as a premium offering; and (3) avoid destructive intra-brand channel conflict.

This policy has been unilaterally adopted by Once Again Nut Butter and will be uniformly enforced.

Policy Coverage: This MAP policy covers all Once Again Nut Butter resellers. Although resellers remain free to establish their own resale prices, Once Again Nut Butter will, without assuming any liability, unilaterally impose sanctions as described in this policy against resellers who advertise Once Again products at prices below those specified herein. The MAP Policy applies to all advertisements for any Once Again Nut Butter products in any and all media, including, but not limited to: flyers, posters, coupons, mailers/emails, inserts, newspapers, magazines, catalogs, mail order catalogs, Internet or similar electronic media, television, radio and other public displays. The MAP of each product specifically includes a maximum allowed advertised discount of thirty-five (35%) percent off "single item" Manufacturer Suggested Retail Price ("MSRP") as indicated by the current pricing supplied by Once Again Nut Butter, excepting therefrom any special promotion pre-approved in writing by Once Again Nut Butter.

Once Again Nut Butter retains the right to modify MSRP at any time with respect to all or certain products in its sole discretion and will notify all Resellers of such price modifications.

Failure to abide by the terms of this MAP Policy may result in sanctions unilaterally imposed by Once Again Nut Butter, as determined in its sole and absolute discretion, up to and including termination of the Company as a Once Again Nut Butter Reseller.

Any discounts that result in a net advertised price of any Once Again products that is more than 35% below the MSRP, whether through rebates, coupons, percentage discounts or any other manner, will be considered non-compliant to the MAP Policy. In the event that Once Again receives information that that a party is advertising a Once Again product below MAP, Once Again will contact the party in noncompliance. Once the party has been contacted, the pricing must be corrected within 14 business days. If the advertised price has not been corrected within 14-business days, Once Again will cease to supply the party and/or its distributor. Once Again Nut Butter will not discuss any conditions of acceptance related to this MAP policy, as it is non-negotiable, and will not be altered for any reseller. Nothing in this MAP policy or in any other contract or agreement with Once Again Nut Butter shall constitute an agreement between Once Again Nut Butter and reseller that the reseller will comply with this MAP policy. MAP applies only to minimum advertised prices and does not apply to the price at which the products are actually sold, or to advertised prices higher than the unilateral minimum resale prices

Once Again Nut Butter Collective, Inc.

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established by Once Again Nut Butter. A party that advertises their price below MAP but where shipping charge plus the product price is in excess of MAP, will not be in violation of MAP policy.

Additionally, resellers must ensure they are following the expected shipping standards and best practices. Glass jars should be packaged with cushioning to act as a shock absorber. Examples of package cushioning include bubble wrap, packing peanuts, or air cells. If shipping multiple glass jar packages, outer packaging should include the appropriate void fillers such as paper products or packing peanuts.

Addendum

[MAP Pricing for Once Again Nut Butter products:](#)