



MAP Program & Policies

Organifi Sales Contacts

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Unit UPC	Inner case UPC (if applicable)	Master Case UPC	Description	Item Size	Item UOM	Inner Case Pack	Master Case Pack	MAP*		MSRP
								RETAIL	ONLINE	
850001-165006		850001-165495	Organifi Green Juice Canister	9.80	OZ	1	6	\$49.99	\$59.99	\$49.99
850001-165020		850001-165471	Organifi Red Juice Canister	10.00	OZ	1	6	\$49.99	\$59.99	\$49.99
850001-165013		850001-165518	Organifi Gold Canister	6.98	OZ	1	6	\$49.99	\$59.99	\$49.99
850001-165297		850001-165556	Organifi Pure Canister	9.66	OZ	1	6	\$49.99	\$59.99	\$49.99
850001-165242	850001-165235	850001-165587	Organifi Green Juice Go Pack 14 count	4.59	OZ	6/14 count	6	\$24.99	\$29.99	\$24.99
850001-165143	850001-165273	850001-165563	Organifi Red Juice Go Pack 14 count	4.67	OZ	6/14 count	6	\$24.99	\$29.99	\$24.99
850001-165204	850001-165198	850001-165570	Organifi Gold Juice Go Pack 14 count	3.30	OZ	6/14 count	6	\$24.99	\$29.99	\$24.99
850001-165259	850001-165266	850001-165594	Organifi Pure Juice Go Pack 14 count	4.48	OZ	6/14 count	6	\$24.99	\$29.99	\$24.99
850001-165242	850001-165228	850001-165488	Organifi Green Juice Go Pack 30 count	9.80	OZ	6/30 count	6	\$49.99	\$59.99	\$49.99
850001-165143	850001-165105	850001-165464	Organifi Red Juice Go Pack 30 count	10.00	OZ	6/30 count	6	\$49.99	\$59.99	\$49.99
850001-165204	850001-165211	850001-165525	Organifi Gold Go Pack 30 count	6.98	OZ	6/30 count	6	\$49.99	\$59.99	\$49.99
850001-165259	850001-165044	850001-165501	Organifi Pure Go Pack 30 count	9.66	OZ	6/30 count	6	\$49.99	\$59.99	\$49.99

*MAP Policies

1) Retail vs. Online MAP

Organifi MAP policy sets minimum pricing for both physical retail and online sales channels. MAP for each channel is differentiated based on specific implications of selling in retail and online.

2) Customers with both Retail & Online Channels

Separate retail and online MAP policies must be followed by customers who have both physical retail and online components to their business. Therefore retail MAP cannot be applied to a retailer's online channel, since online MAP applies in this scenario.

3) MAP Violations

MAP violators will be given one courtesy notice to immediately become compliant. A second MAP violation will result in customer being prohibited from selling Organifi, with necessary steps taken to enforce this restriction.

4) MAP Exceptions

MAP retail exceptions may be granted for EDLP programs or as specifically approved at selected retailers on a case by case basis. Such MAP exceptions must be discussed with Organifi's sales team with written pre-approval.