

Map policy for Mindful Nourishment, LLC



To preserve its reputation for providing customers with high value products and strong marketing support, and to protect the Zing Bars brand image and its competitiveness in the marketplace, Mindful Nourishment LLC is instituting a policy of minimum advertised price standards for Zing Classic & Keto Bars. This Minimum Advertised Pricing Policy (“MAP Policy”) becomes effective March 1, 2021 and will apply to all distributors and retailers, including catalogs and internet retailers (collectively, “Resellers”), who sell Zing Bars to end users throughout the United States.

Our new MAP Policy applies to all advertisements of Zing Classic and Keto Bars, in any and all media, including, but not limited to: flyers, mailers, inserts, newspapers, magazines, catalogs, mail order catalogs, internet or similar electronic media, television, radio, and public signage.

Including free or discounted products is contrary to our MAP Policy if it discounts Zing Classic Bars below \$2.29 per bar or \$27.48 per 12-bar carton / Zing Keto bars below \$2.75 per bar or \$33.00 per 12-bar carton.

Pricing listed on an internet site is considered an “advertised price” and must adhere to this MAP Policy. When prices are discounted after Zing Bars have been added to shopping cart, or at check out, the price is not bound by this MAP Policy. Resellers may use statements such as “add to basket to see price”, providing the price advertised or listed is within MAP Policy guidelines. o Any discounts applied at checkout to the entire order based on a customer’s purchasing history with the Reseller, such as discounts for “frequent shoppers”, do not violate our MAP Policy.

On occasion, Mindful Nourishment may offer special promotions on Zing Bars, such as Show Specials. During this time we reserve the right to modify or suspend this MAP Policy in whole or in part by notifying all Resellers of the duration and nature of the change. This MAP Policy does not establish maximum advertised prices. All Resellers may offer Zing Bars at any price in excess of the MSRP.

The Minimum Advertised Price for all Zing Classic Bars is: \$1.99 The Minimum Advertised Price for all Zing Bar caddies is: \$23.88

The Minimum Advertised Price for all Zing Keto Bars is: \$2.39 The Minimum Advertised Price for all Zing Keto Bar Caddies is: \$28.69

Mindful Nourishment, LLC

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