



MAP Policy and Guidelines
Date: 12/17/2020

Statement: The purpose of this document is to formalize MAP (Minimum Advertised Price) Guidelines for Floral Elixir Co's product lines.

Company: Floral Elixir Co. has been producing all natural flower syrups since 2009. We use all natural ingredients, and continue to produce each bottle individually in small batches for maximum quality control. The product line consists of 2 sized bottles in 16 flavors, in addition to a large variety of 'Flower Cocktail Kits' which are 5 packs of 2 oz sized bottles in various themes.

Purpose of MAP Policy: We are a small, privately owned company that enjoys a personal relationship with our retailers and want to ensure that the availability of our products is in line with our own pricing, to ensure customer satisfaction and assure our customers a positive shopping experience from all retailers.

Price List: Our retail pricing for our product lines is listed. We do not allow retailers to sell below this listed MSRP, with the exception of sales and promotions at the retailers' discretion.

Large 8.5 oz Elixirs - \$16

Mini 2 oz Elixirs - \$8

Flower Cocktail Kits - \$30

Channels of Distribution and Selling Guidelines: We do not allow retailers to sell on any ecommerce platform (such as Amazon, Walmart, Ebay). If a retailer has their own e-commerce site as an extension of their retail establishment, sale of products at the MAP is allowed.

Enforcement of Policy: We continuously search for our products online to ensure that retailers are in compliance with our MAP policy and do enforce removal of our product lines by blocking future sale and contacting administration of e-commerce platforms.

For further information pertaining to our policies, please contact us directly.

Nora Egger

Owner

Floral Elixir Co.

nora@drinkyourflowers.com

+1 216-385-0292