



Best in Class for Wine by the Glass

600 American Way – Windsor, CA 95492 – T: 800-560-8860 – FAX: 707-838-3640

2013 Map Policy

Dear Valued Customer,

Effective January 2, 2013 Preservino is instituting a MAP (Minimum Advertised Pricing) policy on our Wine Preservation products:

		UPC#	MSRP \$	MAP \$
PC-3	Professional Stoppers, 2 pk	182501000205	44.95	\$29.95
PPV-1	Preservino Standard™	182501000137	44.95	\$29.95
PPV-13	Preservino Professional™	182501000182	109.95	\$74.95
PVV-15	16-Bottle VinoVault™ Wine Cellar		449.95	299.95
PVV-20	16-Bottle VinoVault Professional™ Wine Cellar		599.95	\$399.95
PWS-G	Argon Cartridges, 4 pk	182501000014	24.95	\$14.95
PPV-12	Preservation Kit	182501000991	44.95	\$29.95
PC-31	Click & Pour Stopper	182501000984	19.95	\$12.95
PWS-GB	4 Pack, Argon Cartridges	182501000977	19.95	\$11.95
PC-20	GT-S Click & Pour Metal Stopper, (750 ml)	182501000960	29.95	\$19.95
PC-25	GT-SL Click & Pour Metal Stopper, (750 ml) large	182501000953	29.95	\$19.95
PPV-40	Preservino Platinum Kit	182501000946	99.95	\$69.95
PPV-30	Preservino Gold	182501000939	89.95	\$59.95
PPV-25	Preservino Silver	182501000922	59.95	\$39.95

Preservino is taking this step in order to properly establish the brand image and product quality positioning for these products.

“Advertised” pricing applies to all pricing on MAP policy items, that is visible outside of a brick and mortar store. This includes, but is not limited to, TV, print advertising, on-line pricing, and e-mail offers.

This MAP policy also prohibits any additional value offer activity directly combined with the sale of a MAP policy product that would result in a net effective offer that is lower than the established MAP price. This would include, but not be limited to, free gift cards or free product combined with the sale of a MAP product

Preservino may from time to time offer specific limited promotional periods where the established MAP prices will be lowered. These time frames, if applicable, will be announced in advance.

In the instance of an Preservino customer’s lack of adherence to the Preservino MAP policy, they will have 48 hours following written notification from Preservino to cure the infraction.

Failure to cure within the 48 hours will result in Preservino ceasing shipments and/or rescinding any coop or other promotional funds related to the shipment of the product(s) where MAP policy has been broken.

Preservino also reserves the right to reinstate shipments of the specific product(s) and/or promotional funds to a customer after the proper pricing correction has been made.

This MAP Policy is solely Preservino's decision and responsibility acting through its duly authorized managers. No employee or sales representative of Preservino has any authority to discuss or modify this Policy and any action of any such persons, which claim to modify or exempt the application of this Policy, is unauthorized and invalid. Any questions about this Policy should be in writing and directed via email to: Greg Luzaich, email address: gregl@preservino.com , who will respond only in writing. No oral communications about this Policy are authorized. This Policy is subject to modification or discontinuance by Preservino in its sole and absolute discretion, at any time. Any action taken by Preservino under this Policy shall be without liability to Preservino.

We are pleased to offer you and your customer these quality products and thank you for your continued support of Preservino.

Greg Luzaich
President
Preservino