

BACHAN'S, INC.

ONLINE MINIMUM ADVERTISED PRICE POLICY

Bachan's, Inc. ("Bachan's") is hereby adopting the following Minimum Advertised Price Policy (the "MAP Policy") designed to protect the integrity and value of its brand, and retailers' investment in Bachan's and its products ("Products"), by helping online retailers and online third-party sellers engage in advertising that best conveys to customers the value of Bachan's Products.

The MAP Policy applies to all online retailers, online resellers, and online distributors of Products to maintain an advertised pricing structure. The MAP Policy applies to advertised prices, not the prices at which Products are actually sold, and each retailer is free to set its actual resale price for any Product independently. Retailers must be in compliance no later than March 19, 2021. **The Minimum Advertised Prices for Products are listed in Schedule A of this MAP Policy.**

A. The MAP Policy may be adjusted by Bachan's from time to time, at its sole discretion.

B. The MAP Policy applies to all advertisements of Products over the Internet or similar electronic media including websites, email newsletters, and email solicitations, and in any and all other media, including, but not limited to flyers, posters, coupons, mailers, inserts, newspapers, magazines, catalogs, television, radio and public signage. No such advertisement will represent or imply that any Product may be sold by a retailer, for less than the full Minimum Advertised Prices. The MAP Policy does not apply to solely on premise or in-store advertising that is not distributed to customers.

C. Advertising "bundling" or including a free or discounted product ("Bundle") (whether made by Bachan's or another manufacturer) with a Product would violate this MAP Policy and is not permitted if the effective or stated price of the Bundle reduces the advertised price of the Products in the Bundle below the combined Minimum Advertised Price of the Products in the Bundle.

D. For multipack offers the Minimum Advertised Price of the multipack is the quantity of SKU(s) in the multipack multiplied by the respective Minimum Advertised Price of the SKU(s) that comprise said multipack.

E. Any strike-through or other alteration of the Minimum Advertised Price is prohibited.

F. The MAP Policy does not establish maximum advertised prices. All retailers may offer Products at any price in excess of the Minimum Advertised Price. Internet auctions may not display or have reserved bid, "buy it now" or other acceptable prices below the Minimum Advertised Price.

G. From time to time, Bachan's may permit retailers to advertise one or more of the Products covered by this MAP Policy at prices lower than the MAP for a specified period. In such case, Bachan's will notify its resellers in advance of the details of the limited suspension or modification of this MAP Policy.

H. Including in any advertising for a Product covered by this MAP Policy a gift card, coupon or any other type of discount that would effectively immediately reduce the advertised price of the Products below the Minimum Advertised Price then in effect

for such Product will constitute a violation of this MAP Policy. Advertising that includes a gift card, coupon or any other type of discount on future purchases (regarding of whether or not for Products) shall be evaluated under the same guidelines as describes in Section C regarding Bundling.

I. Bachan’s sales representatives are not permitted to make any agreement with any retailer with respect to the advertising or pricing of Bachan’s Products, including without limitation, modifications to this MAP Policy.

J. Bachan’s monitors the advertised prices of retailers, either directly or via the use of a third-party agency or tool. Retailers are expected to provide reasonable cooperation in any Bachan’s investigation regarding possible MAP Policy violations. Failing to cooperate with a Bachan’s MAP Policy investigation is a violation of this MAP Policy.

K. The MAP Policy will be enforced by Bachan’s in its sole discretion. Retailers have no right to enforce the MAP Policy. In the case of a violation of the MAP Policy, Bachan’s has the right to discontinue doing business with the retailer, including canceling pending orders, restricting future orders, or suspending retailer’s account. In addition, Bachan’s expressly reserves all of its legal rights and remedies with respect to such violation.

SCHEDULE A

MAP POLICY PRODUCT PRICING MATRIX

MSRP (online)	MAP	Description	Unit UPC	Case/Item Size
\$ 12.99	\$12.99	Sauce Japanese Barbecue	8 50006 88300 4	6/17 oz
\$ 12.99	\$12.99	Sauce Japanese Barbecue, Hot & Spicy	8 50006 88308 0	6/16 oz
\$ 12.99	\$12.99	Sauce Japanese Barbecue, Yuzu	8 50006 88301 1	6/17 oz
\$ 12.99	\$12.99	Sauce Japanese Barbecue, Gluten Free	8 50006 88302 8	6/17 oz