

illy caffè North America, Inc.

800 Westchester Avenue, Suite S440, Rye Brook, NY 10573

Sales: 800-872-4559, Option 3 ■ Service: 877-854-4141

coffee@illy.com

Jan. 2019

Iper Espresso Machines		EAN	MAP
X7.1 – Red	6606	8-02778507050-1	\$299.00
X7.1 – Black	6591	8-02778507038-9	\$299.00
X1 Anniversary Black	60255	8-02778512370-2	\$599.00
X1 Anniversary Red	60256	8-02778512371-9	\$599.00
X1 Anniversary Stainless	60254	8-02778512369-6	\$699.00
Y5 Esp. & Coffee –Black	60208	8-02778511415-1	\$299.00
Y5 Milk Esp. & Coffee Satin	60106	8-02778599471-5	\$399.00
X9 IperEspresso Home Red	60262	8-02778512572-0	\$279.00
X9 IperEspresso Home Black	60261	8-02778512571-3	\$279.00
X9 IperEspresso Home Chrome	6767	8-027785979675	\$279.00
Y3.2 Black	60296	8-02778513182-0	\$149.00
Y3.2 Red	60298	8-02778513184-4	\$149.00
Machine Terms: Min First Order: 4 units Min. Re-Order: 2 units		Terms: Net 30 days	

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illy caffè 2 Case Minimum Order		EAN	Roast	Cs PK	MAP
ESE PODS – Ind. Wrapped					
ESE Serving Pods – 18 count	6780	8-00375313041-5	Medium	12 boxes	\$13.99
ESE Serving Pods – 18 count	6781	8-00375313043-9	Scuro	12 boxes	\$13.99
Decaf ESE Pods - 18 count	6782	8-00375313045-3	Medium	12 boxes	\$14.99
BEANS					
Whole Beans - 250 gr. (8.8 oz.)	0495	733411000092	Medium	6 cans	\$14.99
Whole Beans - 250 gr. (8.8 oz.)	7721	733411077216	Dark	6 cans	\$14.99
Decaf Whole Beans -250 gr.(8.8 oz)	0496	733411000184	Medium	6 cans	\$15.99
Brazil – 250 gr. (8.8 oz.)	6992	733411903652	Medium	6 cans	\$14.99
Colombia--250 gr.(8.8 oz)	6989	733411903874	Medium	6 cans	\$14.99
Ethiopia --250 gr.(8.8 oz)	6991	733411903645	Medium	6 cans	\$14.99
GROUND					
Espresso – 250 gr. (8.8 oz.)	8842	733411000078	Classico	6 cans	\$14.99
Espresso - 250 gr. (8.8 oz.)	8840	733411000085	Intenso	6 cans	\$14.99
Decaf Espresso - 250 gr. (8.8oz.)	0493	733411000139	Medium	6 cans	\$15.99
Espresso – 125 gr. (4.4 oz.)	0497	8003753900704 NOT FOR RESALE	Medium	12 cans	N/A
Espresso – 125 gr. (4.4 oz.)	0474	8003753907222 NOT FOR RESALE	Dark	12 cans	N/A
Coffee - 250 gr. (8.8 oz.)	0494	733411900392	Medium	6 cans	\$14.99
Coffee - 250 gr. (8.8 oz.)	0769	733411007695	Dark	6 cans	\$14.99
Coffee – 250 gram (8.8 oz.)	7394	733411904055	Extra Dark	6 cans	\$14.99
Coffee – 125 gr. (4.4 oz.)	5414	NOT FOR RESALE	Medium	12 cans	N/A
Moka Grind - 250 gr. (8.8 oz.)	3369	8003753915050	Medium	12 cans	\$14.99
IPER ESPRESSO CAPSULES-21 count					
Medium Roast	7463	8-00375391977-5		6 cans	\$18.99
Intenso (Dark Roast)	8844	8-00375391978-2		6 cans	\$18.99
Lungo	7466	8-00375392128-0		6 cans	\$18.99
Decaf	7465	8-00375391977-9		6 cans	\$19.99
Brasile	7105	8-003753-943695		6 cans	\$18.99
Colombia	7103	8-00375397481-1		6 cans	\$18.99
Etiopia	7112	8-003753-943732		6 cans	\$18.99
IPER COFFEE CAPSULES – 18 COUNT					
Medium Roast	7410	733411904017		6 cubes	\$16.49
Dark Roast	7411	733411904024		6 cubes	\$16.49
ILLY K CUPS – 10 Count					
Medium Roast	USK7770	733411177701		6 boxes	\$11.99
Dark Roast	USK7771	733411177718		6 boxes	\$11.99
Extra Dark Roast	USK7773	733411177732		6 boxes	\$11.99
Decaf	USK7772	733411177725		6 boxes	\$12.99
Arabica Selection Brasile	USK7774	733411177749		6 boxes	\$11.99
Arabica Selection Colombia	USK7775	733411177756		6 boxes	\$11.99

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ILLY CAFFE NORTH AMERICA, INC.

MAP POLICY

US MARKET



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Minimum Advertised Price Policy, US Market

This minimum advertised price (“MAP”) policy has been instituted by illy caffè North America, Inc. (“illy”) for the purpose of protecting illy’s premium brand image and to maintain the market positioning for illy products for the general benefit of our retailers who promote and support illy.

1. All illy products, whether new, used, demo, or open-box, may only be advertised at prices that are at or above the MAP as established by illy, with the exceptions noted below. This policy applies to all forms of advertising, including, but not limited to, catalogs, mailings, websites, online auction sites (such as eBay), emails, texts, and any other form of electronic or social media.
2. A complete list of the illy products to which the MAP policy applies, along with the applicable MAP prices, can be found at www.illy.com/MAPpricing. The information on this site may be updated by illy at any time without notice.
3. Notwithstanding the general prohibition on advertising prices below MAP, the following are permitted: (a) any form of in-store advertising at bricks-and-mortar retail locations; (b) the following approaches by internet retailers for non-searchable communication of below-MAP pricing: “call for latest price,” “email for latest price,” “click for latest price,” and “add to cart for latest price”; (c) offers that involve free product or coupons; (d) temporary sitewide or storewide promotions or discounts (e.g., 20% off sitewide); provided, however, that such discounts are not reflected in the individual pricing; and (e) any price promotion initiated by illy.
4. This policy applies only to the advertising of illy products below MAP, and in no way limits or regulates a retailer’s actual selling price.
5. Intentional and/or repeated failure to abide by this policy, or conduct that illy otherwise concludes is detrimental to the illy brand, may result in termination of retailer status. The first offense will result in a warning. The second offense will result in a 30-day shipment hold. Upon notification of a first or second offense, the retailer must institute corrective action within seven (7) business days. Failure to implement corrective action with seven (7) business days, or a third offense within a 3-year period, will result in termination of retailer status. If retailer status is terminated, all use of illy’s trademarks must immediately cease.
6. This policy is implemented and administered by illy unilaterally and in its sole discretion and does not constitute an agreement between illy and any retailer.
7. The terms of this MAP policy are confidential and should not be disclosed other than to those retailer personnel who are responsible for compliance.



Questions about this policy should be directed to illy’s MAP Administrator, who can be contacted at mapadmin@illy.com.

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FAQs

Where can I find the MAP prices for all illy products?

Please visit www.illy.com/MAPpricing

Can I utilize “add to cart for latest price” or “click for latest price”?

Yes, these and similar non-searchable approaches are permitted provided you specifically use the word “latest” rather than words such as “lower” or “lowest.” Other permitted approaches include:

- Temporary storewide or sitewide savings (percent-off or dollars-off)
- Price savings initiated by illy (percent-off or dollars-off)
- Free shipping

Are gift cards with purchase or gifts with purchase allowed?

Yes. However, if the promotion is initiated by the retailer, illy is not responsible for any costs associated with the promotion.

Are coupons allowed?

Yes, for the following retailer-driven promotions:

- Coupons that represent dollars off
- Coupons that represent percent off
- Instantly redeemable coupons added to product packaging
- illy-issued coupons

Examples of violations of the MAP policy:

Advertising that claims “price too low to print.”

Advertising that promises to beat or match any competitor’s advertised price.

A MAP price shown with a strike-through, cancellation sign, or other symbol indicating a price below MAP.