



2021 Grizzly Pet Products UPP

Unilateral Pricing Policy – Commonly known as MAPP

Grizzly Pet Products has implemented a Unilateral Pricing Policy, (commonly known as MAPP), for the enforcement and regulation of Online Pricing and is in no way a bilateral agreement to establish or set pricing. Authorized Dealers are free to exercise their own discretion to abide by this policy's guidelines.

The Grizzly Pet Products Unilateral Pricing Policy is designed to help legitimate and Authorized Resellers protect their margins and interests, and to maintain a fair and equal online marketplace. This Policy has been implemented to help Authorized Dealers to continue to offer high-quality service and trust while representing Grizzly Pet Products.

The terms in this Unilateral Pricing Policy are non-negotiable and will not be discussed, established, nor agreed upon with any reseller. Attempting to negotiate the terms and requesting for exceptions of these policies from a Grizzly Sales Staff Member is not permitted and will be considered a Violation of this Unilateral Pricing Policy.

This Unilateral Pricing Policy permits sellers in the Grizzly Pet Products **Authorized Dealer Program** to sell and to advertise online the price of Grizzly Products.

The MSRP and Minimum Pricing is established by Grizzly Pet Products to ensure a fair online marketplace, and to protect all Authorized Dealers when reselling Grizzly Pet Products.

- *MSRP and Minimum Pricing can be found on Page 2 of this document.*

Advertised Pricing must abide by the Minimum Pricing established by Grizzly. Any Promotions, Coupons, Auto-ship Discounts, etc. may only be applied in the "cart price" and may not be reflected in the advertised price.

If a seller is charging shipping on any Grizzly Products, then the advertised price may not drop below the Minimum Price to compensate for Shipping Charges.

Any form of Sales to Amazon, Walmart, Chewy, or other eCommerce platforms is a direct violation of this Policy. Anyone selling to the above-named platforms, or other similar entities, will be immediately shut-off and their account suspended indefinitely.

Violators of the Grizzly Pet Products Unilateral Pricing Policy will be removed from the **Authorized Dealer Program** and will be prevented from acquiring Grizzly Product either directly, through distribution, or otherwise. Potential Reinstatement into the Authorized Dealer Program will only be permitted by a member of the Grizzly Pet Products Management, Administrative or Legal Staff.

Thank you,

Chad J. Tillman
National Sales Manager
Grizzly Pet Products



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MSRP and Minimum Advertised Pricing

Grizzly Omega-3 Supplements							
Item #	Description	MSRP	MAP	Item #	Description	MSRP	MAP
11GSP4	Grizzly Salmon Plus 4z	\$9.99	\$11.95	11GAP4	Grizzly Algal Plus 4z	\$9.99	\$11.95
11GSP8	Grizzly Salmon Plus 8z	\$17.99	\$20.95	11GAP8	Grizzly Algal Plus 8z	\$17.99	\$20.95
11GSP16	Grizzly Salmon Plus 16z	\$29.99	\$30.95	11GAP16	Grizzly Algal Plus 16z	\$29.99	\$30.95
11GSP32	Grizzly Salmon Plus 32z	\$49.99	\$49.95	11GAP32	Grizzly Algal Plus 32z	\$49.99	\$49.95
11GSP64	Grizzly Salmon Plus 64z	\$87.99	\$89.95	11GAP64	Grizzly Algal Plus 64z	\$87.99	\$89.95

Grizzly Joint Aid Supplements				Grizzly Joint Aid – Hemp Enhanced			
Item #	Description	MSRP	MAP	Item #	Description	MSRP	MAP
14GJAL16	Grizzly Joint Aid LQD 16z	\$21.99	\$21.95	16GHJAL16	Grizzly Joint Aid LQD 16z	\$27.99	\$27.95
14GJAL32	Grizzly Joint Aid LQD 32z	\$34.99	\$34.95	16GHJAL32	Grizzly Joint Aid LQD 32z	\$47.99	\$47.95
14GJAL64	Grizzly Joint Aid LQD 64z	\$64.99	\$62.95	17GHJAP10	Grizzly Joint Aid PLT 10z	\$27.99	\$27.95
15GJAP10	Grizzly Joint Aid PLT 10z	\$21.99	\$21.95	17GHJAP20	Grizzly Joint Aid PLT 20z	\$47.99	\$47.95
15GJAP20	Grizzly Joint Aid PLT 20z	\$34.99	\$34.95				
15GJAP32	Grizzly Joint Aid PLT 32z	\$49.99	\$47.95				
15GJAP48	Grizzly Joint Aid PLT 48z	\$74.99	\$69.95				

Grizzly Antioxidant Supplements				Grizzly Super Treats			
Item #	Description	MSRP	MAP	Item #	Description	MSRP	MAPP
13GKO4	Grizzly Antioxidant Oil 4z	\$21.99	\$21.95	18GSTF3	Grizzly ST Fillets 3z	\$12.99	\$11.95
13GKO8	Grizzly Antioxidant Oil 8z	\$37.99	\$37.95	18GSTSS5	Grizzly ST Salmon 5z	\$8.99	\$8.95
				18GSTGP5	Grizzly ST Green Pea 5z	\$8.99	\$8.95

Grizzly Super Foods				Grizzly Hemp Aid & Grizzly Calming Aid			
Item #	Description	MSRP	MAP	Item #	Description	MSRP	MAP
19GSFDH1	Grizzly SF DH 1lb	\$18.99	\$18.95	16GHALE4	Grizzly Hemp Aid LTD 4z	\$34.99	\$34.95
19GSFDH3	Grizzly SF DH 3lb	\$49.99	\$49.95	16GHALE8	Grizzly Hemp Aid LTD 8z	\$64.99	\$64.95
19GSFOBD1	Grizzly SF OB 1lb Dog	\$11.99	\$11.95	16GHA4	Grizzly Hemp Aid 4z	\$32.99	\$32.95
19GSFOBD3	Grizzly SF OB 3lb Dog	\$31.99	\$31.95	16GHA8	Grizzly Hemp Aid 8z	\$59.99	\$59.95
19GSFOBD6	Grizzly SF OB 6lb Dog	\$59.99	\$59.95	16GHCA4	Grizzly Calming Aid 4z	\$33.99	\$33.95
19GSFOBC1	Grizzly SF OB 1lb Cat	\$11.99	\$11.95				
19GSFOBC3	Grizzly SF OB 3lb Cat	\$31.99	\$31.95				

Grizzly Joint Aid - Horses				Grizzly Omega Aid - Horses			
Item #	Description	MSRP	MAP	Item #	Description	MSRP	MAP
15GEJAP5	Grizzly Joint Aid PLT 5lb	\$74.99	\$74.95	11GEOA64	Grizzly Omega Aid 64z	\$74.99	\$74.95
15GEJAP10	Grizzly Joint Aid PLT 10lb	\$139.99	\$139.95	11GEOA128	Grizzly Omega Aid 1g	\$139.99	\$139.95
15GEJAP20	Grizzly Joint Aid PLT 20lb	\$249.99	\$244.95				
14GEJAL64	Grizzly Joint Aid LQD 64z	\$64.99	\$64.95				
14GEJAL28	Grizzly Joint Aid LQD 1g	\$119.99	\$119.95				