

Candleberry® Brands Wholesale Distribution Application

Ask your Candleberry representative how to fill out this document online. To fill by hand, print and enter your information. Once completed, scan or take a well-lit photo of the document and email to [INFO@CANDLEBERRY.COM](mailto:INFO@CANDLEBERRY.COM)

The Candleberry Co® Inc.  
120 Corporate Dr.  
Frankfort, KY 40601  
PH: 502-223-2799  
F: 502-223-2798  
E: [info@candleberry.com](mailto:info@candleberry.com)

The following items are required:

**VALID EMAIL** (REQUIRED! Approvals, invoices & other important notices are sent by email.)

**TWO PHOTOS** (cell phone pictures are acceptable)

1. Outside of store, showing store signage
2. Inside view of sales floor (show as much as possible)

**A COPY OF YOUR STATE ISSUED RESALE TAX CERTIFICATE**

(If your state does not offer a resale tax certificate, please substitute your state issued retail business certificate)

YOU WILL HAVE AN OPPORTUNITY TO UPLOAD PHOTOS & CERTIFICATES

The Candleberry Co.® reserves the right to make necessary policy changes without prior notification

Revised 4/4/23

**ARE YOU ONLY APPLYING FOR A CHANGE OF ADDRESS OR BUSINESS NAME?**

**YES NO**

Prior Name OR Address: \_\_\_\_\_

BUS.NAME \_\_\_\_\_

OWNER/MANAGER/BUYER \_\_\_\_\_ PHONE \_\_\_\_\_

EMAIL \_\_\_\_\_

BILLING ADDRESS \_\_\_\_\_ CITY \_\_\_\_\_ STATE \_\_\_\_\_

ZIP CODE \_\_\_\_\_ FED. ID # \_\_\_\_\_

SHIPPING ADDRESS (STORE) \_\_\_\_\_ CITY \_\_\_\_\_ STATE \_\_\_\_\_

ZIP CODE \_\_\_\_\_ PHONE \_\_\_\_\_ FAX \_\_\_\_\_

Your ship-to (store) address MUST be a physical business location (NO PO BOXES OR RESIDENTIAL ADDRESSES)

To assure accuracy & timely processing, enter your address in Google maps. If the address cannot be found, make corrections until it is located.

CHECK AT LEAST ONE FIELD

Kind of business? (select one):

- |  |  |
|--|--|
| <input type="checkbox"/> <b>NON PROFIT</b> | <input type="checkbox"/> Cards/Gifts   |
| <input type="checkbox"/> Florist           | <input type="checkbox"/> Collectibles  |
| <input type="checkbox"/> Pharmacy/Groc     | <input type="checkbox"/> General Gifts |
| <input type="checkbox"/> Salon             | <input type="checkbox"/> Home Goods    |

Your location? (select one):

- |  |   |
|--|---|
| <input type="checkbox"/> Downtown on street  | <input type="checkbox"/> Enclosed mall<br>Name: _____ |
| <input type="checkbox"/> Rural road          | <input type="checkbox"/> Strip center                 |
| <input type="checkbox"/> Resort/tourist area | <input type="checkbox"/> Outdoor mall<br>Name: _____  |
| <input type="checkbox"/> Other _____         |   |

How did you learn about us?

- |   |                                     |
|---|-------------------------------------|
| <input type="checkbox"/> Tried the candle | <input type="checkbox"/> Web search |
| <input type="checkbox"/> Word of mouth    | <input type="checkbox"/> Facebook   |
| <input type="checkbox"/> Trade Show       | <input type="checkbox"/> Referral   |
| <input type="checkbox"/> Other _____      |                                     |
| <input type="checkbox"/> Rep Name _____   |                                     |

**PLACEMENT GUIDELINES**

We generally do not approve accounts that fall within a 5 mile radius of a "protected" customer unless certain circumstances are present. We generally do not put one customer for every 10,000 in population, which may not allow for such a radius.

**ACTIVE CUSTOMER STATUS**

In order to be considered an active customer, orders must be placed at least every three months.

**PROTECTED TERRITORY**

Candleberry Brands: To have protected status within a five mile radius, orders must average \$500 monthly over a three month period.

Bourbon Spirits: We do not offer protected territories for the Bourbon Spirits candles.

**OPENING ORDERS / REORDERS**

Candleberry Brands: \$500 / \$250

**Brands may be mixed per minimum like item in re-ordering for brands you've been approved to sell.**

**POS-** All printed materials not created by Candleberry must be pre-approved by Candleberry.

**AGREEMENTS & REQUIREMENTS IF APPROVED**

By ordering from The Candleberry Co., you confirm that you are NOT a business being conducted out of a residence or out of a third party venue or website ("booth" sales, Etsy, Ebay, Amazon) and you're only selling Candleberry products from your approved, brick and mortar, retail shipping address (zoned retail) unless additionally approved on this application or by separate application, for online sale distribution through your PRIVATELY OWNED WEBSITE. You will not sell Candleberry products on or through 3rd party sites (Amazon, Ebay, Etsy and the like) unless approved, in writing, in advance, by Candleberry@.

If your store becomes inactive (no purchases for over 3 months) the account will be marked inactive. Inactive areas are open for new distributor placement, where you must re-apply to sell Candleberry products.

All Candleberry@ approved distributors MUST keep a valid, active email address on file, with Candleberry, at all times, without opting out. This email address will be used for communications about account invoices, charges, needs, upcoming events and any other information Candleberry@ deems beneficial and/or vital to the account. Opting out of these emails will cause your account to move to "deactivated" status.

**SALES/PROMOS**

Candleberry@ offers its retail customers a "candle of the month" at a 20% discount. We encourage our stores to also offer a "candle of the month" at a 20% discount, to their customers. You may also have one sale per month, for up to five consecutive days, for discounts of up to 30%. Alternatively, you may also run a "buy 2, get 1 free" program that coincides with that five consecutive day period each month. We support extended discounting only of discontinued, out of season, aged/damaged products. You must provide pictures of such products, to candleberry, for extended discounting approval, in advance of any extended discounting.

Candleberry reserves the right to suspend &/or terminate accounts due to policy non-compliance

I have completed this application fully, accurately & truthfully accept the terms herein.

Furthermore, I authorize The Candleberry Co. to keep my credit card information on file & charge my credit card for payment of each order taken under this agreement. I understand that this authorization will remain in effect until I cancel it in writing prior to the next charge. I agree to notify The Candleberry Co., in writing, of any changes of my account information. I understand that my credit card may be charged the day the order is placed OR the day the order is shipped. I certify that I am an authorized user of this credit card and that I will not dispute the payment with my credit card company; provided the transaction(s) correspond to the terms indicated in this authorization form.

Visa / MC / Discover / Amex    Card # \_\_\_\_\_ Exp. Date: \_\_\_\_\_

Print name: \_\_\_\_\_ Signature: \_\_\_\_\_ Date: \_\_\_\_\_

# Minimum Advertised Pricing ("MAP")

The Candleberry Candle Co. & All Candleberry Brands

**APPLICATIONS ARE NOT PROCESSED WITHOUT THIS COMPLETED, SIGNED SHEET.**

Candleberry® Brands/Reminiscent/Coffee Shoppe/Nouveau/Bourbon Spirits will be referred to as "Candleberry Brand(s)" or "Our Brand(s)".

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Candleberry® Brands are committed to strong customer relationships, quality products and a strong brand image. To protect and cultivate such standards, our Brands must be priced at or above full and fair market value and all Candleberry® Brands Resellers must maintain a premium presentation. Continued cooperation allows us to offer a high-level of support for all Candleberry® Brands.

Our Brands strive to maintain an image of a desirable, fairly advertised products across the breadth of retail internet distribution. We have implemented the following Minimum Advertised Pricing (MAP) Policy, to protect and support our products consistently. We reserve the right to discontinue sales to customers who advertise our Brands below "MAP" minimums.

## Minimum Advertised Pricing (MAP) Policy

All current & in-line items must be advertised at or above the suggested retail price (see "suggested retail price" on your Candleberry® Brands order form). Current & in-line items are defined as any items in our "current season" catalog that we have not discounted and that have not been pre-approved for liquidation.

Advertised sales are allowed periodically. You may have one sale per month, for up to 5 consecutive days for discounts of up to 30% OR, alternately, run a "buy 2, get 1 free" program within that same period, monthly. We only support extended discounting for products that are out of season, discontinued or damaged (by pre-authorization). A request for approval to extend discounting for damaged items must be accompanied by photos of the damaged items. Candleberry does not allow online sales through 3rd party websites (Ebay, Etsy, Amazon etc.) unless approved, in advance. Products may not be advertised at sale prices on **third party websites.**

We Thank you for understanding our philosophies and we hope this helps to maximize your profits through Candleberry® Brands sales.

**By signing below, you are agreeing to the MAP Policy terms above.**

\_\_\_\_\_  
Signature

\_\_\_\_\_  
Printed Name/Title

\_\_\_\_\_  
Date

\_\_\_\_\_  
Phone

\_\_\_\_\_  
Business name

\_\_\_\_\_  
Business Address

**AFTER SIGNING BOTH AREAS OF THIS DOCUMENT, YOU WILL BE REDIRECTED TO THE TOP OF THE FORM TO SUBMIT.**