

AeroPress®

2024 Retail Pricing

Effective April 1, 2024

PRODUCT	MSRP ¹	MAP ²
AeroPress Go™ Travel Coffee Press	\$59.95	\$49.95
AeroPress Original Coffee Press	\$44.95	\$39.95
AeroPress Clear Coffee Press	\$59.95	\$49.95
AeroPress Clear Black Coffee Press	\$59.95	\$49.95
AeroPress Clear Blue Coffee Press	\$59.95	\$49.95
AeroPress Clear Pink Coffee Press	\$59.95	\$49.95
AeroPress Clear Purple Coffee Press	\$59.95	\$49.95
AeroPress Clear Red Coffee Press	\$59.95	\$49.95
AeroPress XL Coffee Press	\$79.95	\$69.95
AeroPress 350 Count Micro-Filters	\$12.95	\$9.95
AeroPress 200 Count Micro-Filters - Natural	\$12.95	\$9.95
AeroPress XL 200 Count Micro-Filters	\$14.95	\$11.95
AeroPress XL 200 Count Micro-Filters - Natural	\$15.95	\$12.95
AeroPress Stainless Steel Reusable Filter	\$19.95	\$14.95
AeroPress XL Stainless Steel Reusable Filter	\$24.95	\$19.95
AeroPress Flow Control Filter Cap	\$29.95	\$24.95
AeroPress Organizer	\$39.95	\$34.95
AeroPress Carafe	\$29.95	\$24.95

¹ Manufacturer's Suggested Retail Price

² Minimum Advertised Price

Promotional Minimum Advertised Price

AeroPress has established pre-designated MAP promotional holidays, during which Resellers will be entitled to advertise AeroPress products at a discounted price to everyday MAP.

Promotional Event	Buy-in Dates	Promotional Period
Valentine's Day Sale	1/27 - 2/7	2/10 - 2/16

20% off AeroPress Original (promo retail \$31.95; promo cost: \$17.60)

20% off AeroPress XL (promo retail \$55.95; promo cost: \$30.80)

Promotional Event	Buy-in Dates	Promotional Period
Memorial Day Sale	5/5 - 5/15	5/19 - 5/25

20% off AeroPress Original (promo retail \$31.95; promo cost: \$17.60)

20% off AeroPress Go (promo retail \$39.95; promo cost: \$22.00)

Promotional Event	Buy-in Dates	Promotional Period
Father's Day Sale	5/25 - 6/7	6/2 - 6/15

25% off AeroPress Go (promo retail \$37.50; promo cost: \$28.13)

Promotional Event	Buy-in Dates	Promotional Period
August Sale	7/29 - 8/12	8/11 - 8/21

20% off AeroPress XL (promo retail \$55.95; promo cost: \$30.80)

20% off AeroPress Clear (promo retail \$39.95; promo cost: \$22.00)

* Any deviation from these timeframes shall be considered a violation of this MAP Policy.