

2019 Sweet Rewards

Distributor Sales Program: House & DSR rewards

January 1 – June 30, 2019 & July 1 – December 31, 2019



Welcome to the 2019 Merisant Sweet Rewards Program. Merisant, the maker of the famed Equal® brand zero-calorie sweetener, is offering this program to its distributor partners. This amazing collection of sweeteners includes our great-tasting, non-GMO, zero-calorie products for consumers

seeking additional options: Pure Via® Stevia and Whole Earth® with stevia and monk fruit. The Sweet Rewards Distributor Program will be offered twice during 2019, so participating distributors can choose six consecutive weeks in either the first period, second period — or both!

PRODUCT	HOUSE REWARD		DSR REWARD	
	House Payout	Max. Payout	DSR Payout	Max. Payout
Whole Earth® 1,000-ct.	\$1.50/case	\$1,500	\$2.50/case	\$500
Pure Via® Stevia 1,000-ct.	\$1.50/case	\$1,500	\$2.50/case	\$500
Equal® Original 2,000-ct.	\$3/case	\$1,500	\$5/case	\$500
Equal® Sucralose 2,000-ct.	\$3/case	\$1,500	\$5/case	\$500
Equal® Saccharin 2,000-ct.	\$3/case	\$1,500	\$5/case	\$500

Maximum House reward is \$1,500 each per individual qualifying product. Maximum DSR Reward is \$500 per individual qualifying product. The promotional period for the House Reward and the DSR reward is any 6-week consecutive period during the periods of 1/1/19–6/30/19 and 7/1/19–12/31/19.

Program Qualifier: A distributor must maintain open-book status on any eligible products to receive payment on qualified cases purchased. Contract management, national accounts, warehouse clubs, and foodservice operators excluded.

*The ingredients in our Pure Via products exist in nature and meet our natural standard. Each ingredient is processed to assure consistency, stability, and safety. The ingredients are produced without bioengineering. For more information about the ingredients and our natural standard, please visit www.purevia.com.

© 2019 Merisant Company. Equal is a registered trademark of Merisant Company. Pure Via, Whole Earth and Rethink Sweet are registered trademarks of Whole Earth Sweetener Company LLC.



Rethink Sweet®

2019 Sweet Rewards

Distributor Sales Program: House & DSR rewards
January 1 – June 30, 2019 & July 1 – December 31, 2019



Sweet Rewards Participation Agreement

Customize your participation:

Choose one or both 6-week periods to participate in the Sweet Rewards Program

- First-half: Jan. 1, 2019 – June 30, 2019 Second-Half: July 1, 2019 – Dec. 31, 2019
- Yes, please sign me up for the Sweet Rewards Program for the entire year (January 1, 2019 – December 31, 2019)

Foodservice Distributor Agreement

Distributor Company Name: _____

Authorized Distributor Representative (Signature): _____

Authorized Distributor Representative (Print): _____

Title/Region: _____

Phone: _____ Email: _____

Authorized Merisant Representative (Signature): _____

Authorized Merisant Representative (Print): _____

To sign up, Email completed form to your Merisant sales representative or email to equal.billbacks@burryfoods.com.

To obtain payment, proper proof of performance is required along with approval from your Merisant sales representative.

Terms and Conditions: By signing this Sweet Rewards Distributor Sales Program agreement, distributor agrees to participate in the 2019 Merisant Sweet Rewards Distributor Sales Program for promotional periods indicated above. Additionally, the distributor agrees to allow its distributor sales representatives (DSR) to participate in the 2019 Merisant Sweet Rewards Distributor Sales Program. It is understood that DSR participation in the reward program is at the sole discretion of the DSR. This program is only open to foodservice distributor customers or approved re-distributors that purchase directly from Burry Foods. For a list of the approved re-distributors, call 888-658-1948. No warehouse clubs, foodservice operators, or contract management companies are eligible to participate. Offer good on operator cases sold during one or both 6-week promotional periods as outlined on this agreement. Qualifying distributors can elect to participate for a six-week period in either the January 1, 2019, to June 30, 2019, period or the July 1, 2019, to December 31, 2019, period or both. Qualifying products include Whole Earth® 1,000-ct., Pure Via® Stevia 1,000-ct., Equal® Original 2,000-ct., Equal®

Sucralose 2,000-ct., and Equal® Saccharin 2,000-ct. All rebate/reward redemptions are subject to compliance with purchase requirements and proof of purchase. No reward monies will be distributed until all such documentation has been received and confirmed by Burry Foods by the applicable deadline. The distributors are not to consider payment for promotion rewards as a reduction in price for eligible products. The distributor will not, under any circumstances, deduct monies due, requested, or accrued from their remittances to Burry Foods. Supporting documentation must be submitted to Burry Foods by 7/15/2019 for the first half of 2019 promotional period and by 1/15/2020 for the second half of the 2019 promotional period. Merisant US, Inc. or Burry Foods are not responsible for lost supporting materials. This offer is not to be combined with any other offer by Merisant US, Inc., Burry Foods, or any respective affiliates, agents, or brokers. Offer good only in the United States of America. Void where prohibited by law. Any case returns will not be eligible for payment of reward. Merisant US, Inc. reserves the right to terminate this program at any time. Please allow 90 days for reward shipment.



Rethink Sweet