

## FlaxSnax Authorized Baker Program

The FlaxSnax Authorized Bakers program provides bakers with a license to use the brand name and graphics materials to merchandise the muffins. It will also help assure that FlaxSnax muffins are consistently produced so that the industry can benefit from the introduction of a high quality, great tasting flax muffin that consumers can trust, wherever they find it. The introduction of FlaxSnax muffins will be supported by public relations and advertising in markets where sufficient supply is available. The program gives maximum benefit for bakers who participate and take advantage of the license to use the official name and materials so consumers quickly recognize the quality of the product.

Authorized FlaxSnax Bakers agree to the following:

- Merchandise using FlaxSnax name and authorized materials
- Support premium pricing vs. standard cake muffins
- Agree to follow the FlaxSnax muffin mix with cranberries recipe without modification unless adjustment is approved by FlaxSnax (such as for high altitude or other special circumstance).
- Will use Chicago Metallic #355F muffin pan (or similar crown style pan) to create a consistent look and size for the muffin.

In return for agreeing to the program, bakers will receive:

- Revocable license from FlaxSnax to use the recipes, brand name and merchandising materials to build business.
- One free case for every 20 cases purchased (still pay shipping and handling)
- May order additional merchandising supplies, which will not be available to non-authorized bakers.
- Receive new offers, recipes, approval review for recipe modifications.

Provisional Authorization:

- Each baker is granted provisional authorized status with the first order of FlaxSnax muffin mix. With the first order, each baker will receive a starting supply of merchandising materials along with an agreement form to be faxed or mailed back. Bakers may also agree to the program via the website.
- Additional case purchases will not count toward the program until the agreement is received by FlaxSnax.