

# *Victoria Arduino*

*since 1905*

## 2023 Minimum Advertised Price (MAP) List and Policy Effective January 1, 2023

This Minimum Advertised Price (MAP) Policy constitutes the entire Agreement between the Dealer and Nuova Distribution and no other promise, offer, representation, agreement or understanding of any kind shall be binding on Nuova Distribution unless made in writing and signed by an authorized officer of Nuova Distribution. By advertising and/or promoting Nuova Simonelli or Victoria Arduino (hereby referred to as “Nuova”), the Dealer agrees to all provisions within this MAP Policy.

Nuova Distribution reserves the right to offer specific product lines to different channels of distribution and not offer the complete product offering to all customers, as it deems appropriate.

All Nuova Simonelli and Victoria Arduino products (new, used, demo, open-box, etc.) may only be advertised at or above the price on the Minimum Advertised Price (MAP) List. Any dealer who advertises a related product for sale less than the MAP will be in violation of this policy. Violations of the MAP policy also include, but are not limited to, advertising the product at “click for lower price”, “enter your email for lower price”, “add to cart for a lower price”, “call for a lower price”, or crossing out the MAP with a line.

This policy only pertains to advertising of Nuova products as they relate to the MAP. It in no way restricts or is associated with the actual selling price of the product over the phone or at the dealer’s physical location. This policy applies to all forms of advertising, including but not limited to catalogs, mailings, websites, emails, and any other electronic media.

The advertising of any coupon or additional discount that is applied to immediate or future sales is part of the advertised price for the product. If the advertised coupon or discount brings the value of the Nuova product below MAP, this will be deemed a violation of the policy, regardless of whether the discounts apply directly to the Nuova product or provide a blanket discount for all products within a store, catalog, internet site or cart.

The offer of free product or any product-related accessories in excess of \$150 retail value or bundling a Nuova product with another Nuova product or non-Nuova product is in violation of this MAP policy. The offer of free shipping on any Nuova product is not considered to be a violation of this MAP policy.

Intentional and/or repeated failure to abide by Nuova Distribution’s MAP policy will result in termination of the dealer’s status. If Nuova Distribution feels you are not advancing the quality and value of the Nuova Simonelli and/or Victoria Arduino brand, we will discontinue our relationship. Nuova Distribution will not do business with any reseller found to diminish the image of our products. Nuova Distribution is not obligated to provide prior notice or to issue a warning before acting on a breach of this policy.

Dealer acknowledges that all trademarks are the property of Nuova Distribution. Nuova Distribution has the sole and exclusive right to determine how such trademarks are used by a Dealer. If this agreement is terminated, the Dealer shall immediately discontinue using all trade names and trademarks of Nuova Distribution, for any purpose.

The terms of this MAP policy are confidential and should not be disclosed to other parties.

<b>Traditional Espresso Machines</b>					
<u>Model</u>	<u>Color</u>	<u>Version</u>	<u>Item Code</u>	<u>List (US\$)</u>	<u>MAP (US\$)</u>
Maverick	Black	Gravimetric 3gr	MMAVERGVT3030048	32,900.00	29,610.00
	White	Gravimetric 3gr	MMAVERGVT3030047	32,900.00	29,610.00
	Black	Gravimetric 2gr	MMAVERGVT3020049	29,900.00	26,910.00
	White	Gravimetric 2gr	MMAVERGVT3020048	29,900.00	26,910.00
	Black	Volumetric 3gr	MMAVERAVT3030057	29,900.00	26,910.00
	White	Volumetric 3gr	MMAVERAVT3030056	29,900.00	26,910.00
	Black	Volumetric 2gr	MMAVERAVT3020074	26,900.00	24,210.00
	White	Volumetric 2gr	MMAVERAVT3020073	26,900.00	24,210.00
VA388 Black Eagle	Steelux	Gravimetric T3 3gr	MVA388GST303000003	31,500.00	28,350.00
	Steelux	Gravimetric T3 2gr	MVA388GST302ND0001	28,500.00	25,650.00
	Steelux	Volumetric T3 3gr	MVA388AVT303000003	29,000.00	26,100.00
	Steelux	Volumetric T3 2gr	MVA388AVT302000003	26,000.00	23,400.00
Eagle One	Steelux	Volumetric T3 3gr	MVAEGL1VN303ND0001	23,500.00	21,150.00
	Black	Volumetric T3 3gr	MVAEGL1VN303ND0002	23,500.00	21,150.00
	White	Volumetric T3 3gr	MVAEGL1VN303ND0003	23,500.00	21,150.00
	Steelux	Volumetric T3 2gr	MVAEGL1VN302ND0001	20,500.00	18,450.00
	Black	Volumetric T3 2gr	MVAEGL1VN302ND0002	20,500.00	18,450.00
	White	Volumetric T3 2gr	MVAEGL1VN302ND0003	20,500.00	18,450.00
Adonis Core	Steelux	Digit 3gr	MADONS1VDG03ND0000	19,500.00	17,550.00
	Steelux	Digit 2gr	MADONS1VDG02ND0001	17,000.00	15,300.00
E1 Prima 1gr <i>*Please confirm pricing with your sales representative</i>	White	Volumetric T3 w/ EC	MVAE1PRVN3010062	7,490.00*	7,490.00
	Black	Volumetric T3 w/ EC	MVAE1PRVN3010063	7,490.00*	7,490.00
	Steelux	Volumetric T3 w/ EC	MVAE1PRVN3010064	7,490.00*	7,490.00
	White	Volumetric T3	MVAE1PRVN3010051	6,490.00*	6,490.00
	Black	Volumetric T3	MVAE1PRVN3010052	6,490.00*	6,490.00
	Steelux	Volumetric T3	MVAE1PRVN3010051	6,490.00*	6,490.00
Venus Bar <i>SPECIAL ORDER - Other versions available upon request</i>	Chrome	Volumetric 3gr	MMXV3CRVOL03000002	28,350.00	25,515.00
	Copper	Volumetric 3gr	MMXV3RAVOL03000002	25,740.00	23,166.00
	Chrome	Volumetric 2gr	MMXV2CRVOL02000002	26,100.00	23,490.00
	Copper	Volumetric 2gr	MMXV2RAVOL02000002	23,430.00	21,087.00
Athena Leva	Chrome	Lever 3gr	MMXL3CRLEV03000003	18,250.00	16,425.00
	Copper	Lever 3gr	MMXL3RALEV03000003	15,250.00	13,725.00
	Chrome	Lever 2gr	MMXL2CRLEV02000003	14,250.00	12,825.00
	Copper	Lever 2gr	MMXL2RALEV02000003	13,750.00	12,375.00

<b>Grinders</b>			
<u>Model</u>	<u>Item Code</u>	<u>List Price (US\$)</u>	<u>MAP (US\$)</u>
MYG85 Mythos Gravimetric - Black	AMYTHOSGRVD850002	5,800.00	5,220.00
MYG85 Mythos Gravimetric - White	AMYTHOSGRVD850012	5,800.00	5,220.00
MYG75 Mythos Gravimetric - Black	AMYTHOSGRVD750002	5,100.00	4,590.00
MYG75 Mythos Gravimetric - White	AMYTHOSGRVD750012	5,100.00	4,590.00
MY85 Mythos - Black	AMYTHOSTIMD850002	5,100.00	4,590.00
MY85 Mythos - White	AMYTHOSTIMD850013	5,100.00	4,590.00
MY75 Mythos - Black	AMYTHOSTIMD750002	4,800.00	4,320.00
MY75 Mythos - White	AMYTHOSTIMD750015	4,800.00	4,320.00
MyOne Mythos - Black	AMYONE0ONDD750003	4,400.00	3,960.00
MyOne Mythos - White	AMYONE0ONDD750004	4,400.00	3,960.00
Mythos II Gravimetric - Black	AMV2 8121	6,400.00	5,760.00
Mythos II Gravimetric - White	AMV2 8111	6,400.00	5,760.00
Mythos II Premium - Black	AMV2 8424	5,650.00	5,085.00
Mythos II Pure - Black	AMV2 8321	5,200.00	4,680.00
Atom 65 On Demand - Black	AMAV 6021	1,950.00	1,755.00
Atom 65 On Demand - White	AMAV 6011	1,950.00	1,755.00

<b>Water Softening Equipment</b>			
<u>Model</u>	<u>Item Code</u>	<u>List Price (US\$)</u>	<u>MAP (US\$)</u>
RSCF195 Cartridge (4400 grains)	NUOVART006	300.00	270.00
RSCF124 Cartridge (1100 grains)	NUOVART014	150.00	135.00
RSCF Head w/ Flush Valve	NUOVART005	180.00	162.00

<b>Equipment Options</b>			
<u>Option</u>	<u>Code</u>	<u>List Price (US\$)</u>	<u>MAP (US\$)</u>
Easy Cream Automatic Steam Wand **	Varies by machine	1,700.00	1,700.00
Gooseneck Automatic Steam Wand **	Varies by machine	750.00	750.00
Straight Automatic Steam Wand **	Varies by machine	625.00	625.00
Powder Coating - Machine **	Nuovart112	725.00	725.00
Powder Coating - Grinder **	Nuovart113	425.00	425.00
Pod Adapter	98050002.E	60.00	60.00
<i>** Options not available on all models - please confirm availability **</i>			

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