



Changing the Way the World Cooks™



225 49th Avenue Drive SW, Cedar Rapids, IA 52404
Tel: 319-368-8120, Fax: 319-368-8198, email: orders@acpsolutions.com

Date: December 3, 2019

To: ACP Sales Partners

From: Kevin Clark, Greg Stak

Re: 2020 Pricing

We are publishing our 2020 pricing with some significant changes in order to better serve the market and to align market and financial goals. Below please find a brief outline of the changes; please work with the ACP sales team for any questions or clarifications.

- RMS/RCS TS prices have been adjusted downward to better compete in the market with other established brands.
- RFS Pricing has been substantially reduced in order to make it the more effective trade up option from the 1000 watt units.
- HDC pricing has been increased to better position it as the “Heavy Duty” option for high use operations.
- MSO unit pricing remains relatively flat.
- XpressChef is carved out as a standalone brand, we are publishing separate literature to support this and you will shortly begin seeing that launch package. Market pricing for XpressChef products is actually being reduced as most chain pricing is already well below market levels.
- Other pricing is generally up in the 2.5 – 4% range primarily based on labor costs, component costs and tariff impact to components.
- Another reminder that in 2020 all of our ovens will be “fabricated and assembled in the USA”

Of course the above just speaks to list pricing, there are more components to pricing;

- Freight, we are still working with some of the buying groups to document, but the published dealer freight program for ACP will be <\$4000, FOB Origin, over \$4000 Free Freight one location, one shipment Continental US. Free freight is no longer based on pieces.
- Discounting, from an ACP perspective we are moving away from a piece program to a dealer “partner” program. In this day of pricing transparency based on e-commerce, a dealer needs to know where margin is for the entire year, not based on how many units he was able to afford on his last order. Any dealer willing to partner with us, based on their support of specification, showroom, marketing materials, training, willing to work with local sales support, etc. is eligible to receive the “partner” level discount. While this may become more formalized, at this point we are relying on you working with our sales management to make this determination. A separate “Pricing Guidelines” document is being distributed.
- Rebate: for those dealers not in a buying group that we are a member of, we are launching an “individual dealer rebate program” funded by ACP.