



Greetings from Genuwine!

The following is a description outlining the agreement between **Genuwine Cellars™** and its Certified Design Centers (**CDC's**) and Authorized Retailers (**AR's**). It is expected that each of the **CDC's** and **AR's** adhere to the points below in order to maintain their relationship with **Genuwine Cellars™**.

Genuwine Cellars™ Certified Design Centres

Product Sales & Design Centre Showrooms

- The **CDC** will promote and sell each of the product lines in the **Genuwine** brand – Kit Rack™, Elite Kit Rack™, Collector's Edition™, Sommelier Select™ & the Architectural Series™, as well as the Grand Entrance™ product line of quality wine cellar doors and any new product lines that develop in the future.
- The **CDC** will also have a showroom and display each of our standardized product lines of racking in that showroom – Kit Rack™, Elite Kit Rack™, Collector's Edition™ & Sommelier Select™
 - There is no charge for the **Genuwine Design Loft** to design the **CDC's** showroom displays. The **CDC** will purchase the Showroom displays at the wholesale price. 20% of this total cost will be credited back to you to be evenly distributed over your next 4 projects at 5% per project.
 - Ex: **Project 1:** 5% discount applied
 - Project 2:** 5% discount applied
 - Project 3:** 5% discount applied
 - Project 4:** 5% discount applied

Product Pricing

- The **CDC** will receive wholesale pricing on the purchase of all non-modular **Genuwine** product lines (Collector's Edition™, Sommelier Select™, Architectural Series™, Grand Entrance™). No limit for price mark-ups is currently in place.
 - Ex: Projects can be marked up at whatever percentage the **CDC** feels is appropriate based on the scale of the project. **Genuwine Cellars** has witnessed price mark-ups of 100% on projects on a smaller scale and price mark-ups of 5% on large scale projects. However, the price mark-up is solely at the **CDC's** discretion.
- For all modular **Genuwine** product lines (Kit Rack™, Elite Kit Rack™) the **CDC** will receive discounts based on the quantity of product ordered. This discount structure is non-cumulative – discounts will not compound based on the number of bulk orders placed. **CDCs** should refer to the **Genuwine Cellars™** website for all MSRPs concerning the modular racking systems.

Advertising & Promotions

- The **CDC** will promote the **Genuwine** brand on their website. **Genuwine Cellars™** will, in turn, provide high-resolution artwork – in the form of the **Genuwine Cellars™** logo and GC-stamped photographs - to include on the **CDC's** website to link to **Genuwine Cellars™** website.

- The **CDC** will also promote the **Genuine Cellars™** brand in any print material that mentions or includes descriptions of product sold by the **CDC**.
 - The **CDC** may want to have finished wine cellars photographed for promotional and marketing purposes.
 - Having the cellar staged with proper bottle distribution/display as well as glasses, decanters or wine literature and/or art for the photographer as well to ensure best quality photographs.
 - **CDCs** may send photos back to **Genuine** so both parties can mutually showcase the work. Photos that are sent back to **Genuine Cellars™** should not have the **CDCs** company stamp on them.
 - **CDCs** may use photos of cellars that are of projects not sold or completed by their own company. However, these photos **cannot** be stamped with the **CDC's** logo – they must remain stamped with the **Genuine Cellars™** company logo.

CDC Benefits

Marketing Material

- **Genuine** can provide a DVD upon request of a collection of high-class cellars that are excellent for marketing and promotional purposes.
 - These photos will be stamped with the **Genuine Cellars™** logo. Photos on this DVD may not be stamped with the **CDCs** logo. The only logo permitted on these photos is the **Genuine Cellars™** logo.
- The **CDC** will be provided with high quality images of the **Genuine Cellars™** logo for advertising purposes.
 - The logo must maintain its colour branding, must not be distorted in anyway and be legible to read in all applications.

Company Loyalties

- **Genuine** will promote the **CDC** in the Design Centers section of the **Genuine Cellars™** website and provide links to the **CDC's** website on this page.
- Phone calls and emails sent to **Genuine Cellars™** directly from End-Clients located in the area of a **CDC** will be forwarded to the **CDC** in that area who can then contact the client directly and continue communication from that point on.
- If the **CDC** reaches 1 million dollars in sales during a calendar year, **Genuine Cellars** will waive the Design Service fees for all projects for the **CDC** in the following calendar year. **Genuine Cellars** will assess sales at the end of December each year to determine if the **CDCs** Design Service fees will be waived.
 - This benefit will also be prorated for those **CDCs** that join the **Genuine Cellars Network** throughout the year. These **CDCs** will need to maintain an average of 1/12 of the 1 million dollars in sales for each month they are a member of the **Genuine Cellars Network**.

Product Education

- The **CDC** will receive education on each of the product lines **Genuwine** produces in which ever manner possible – via direct onsite visitations or online videos.
- The **CDC** will also receive any and all information on each product line **Genuwine** produces whether an update for a product line, the addition of a new module or unit within a product line or the creation of a new product line altogether. This information may come in the form of email, personal photo call, or printed literature.

Genuwine Cellars™ Authorized Retailers

Product Sales & Design Centre Showrooms

- The **AR** will promote and have access to sell each of the product lines in the **Genuwine** brand – *Kit Rack™*, *Elite Kit Rack™*, *Collector's Edition™*, *Sommelier Select™* & *Architectural Series™* as well as the *Grand Entrance™* product line of quality wine cellar doors and any new product lines that develop in the future.
- The **AR** is not required to have a showroom.

Product Pricing

- The **AR** will receive wholesale pricing + 10% on the purchase of all non-modular Genuwine product lines (*Collector's Edition™*, *Sommelier Select™*, *Architectural Series™*, *Grand Entrance™*). No limit for price mark-ups is currently in place.
- For all modular Genuwine product lines (*Kit Rack™*, *Elite Kit Rack™*) the **AR** will receive discounts structured for the quantity of product ordered. This discount structure is non-cumulative. All **ARs** should refer to the **Genuwine Cellars™** website for all MSRPs concerning the modular racking systems.

Advertising & Promotions

- The **AR** will promote the **Genuwine** brand on their website, though the AR will not be part of the Certified Design Centers section of the Genuwine Cellars™ website.
 - Genuwine will provide high-resolution artwork – in the form of the **Genuwine Cellars™** logo and/or GC-stamped photographers - to include on the **AR's** website to link to **Genuwine Cellars™** website.
- The **AR** will also promote the **Genuwine Cellars™** brand in any print material that mentions or includes descriptions of product sold by the **AR**.

Upgrades and Other Benefits

- The **AR** can upgrade its status to a Certified Design Center (**CDC**) without having to purchase the standardized product line showroom displays by surpassing \$500,000 in annual sales .
- The Design Service fees for all levels of projects will also be waived if the **AR** reaches and maintains 1 million dollars in annual sales. If sales drop below 1 million dollars, the Design Service Fees will be reinstated.