CANDLEBERRY®
CANDLE CO.
Reminiscent

☐ Kindred ☐ GOURMET COFFEE SHOPPE ☐ NOUVEAU ☐ Bourbon Spirits® ☐ PET LOVERS ☐ Beach Collection

ONLY select the lines you are interested in ordering. Please allow up to two weeks for your application to be reviewed and processed.
Candleberry® wholesale application. Updated 5/2025

The following items are required:

VALID EMAIL
Approval, invoices, and other important notices are sent via email.

TWO PHOTOS
1. Outside of store, showing store signage.
2. Inside view of store, showing as much as possible.

A COPY OF YOUR STATE ISSUED TAX CERTIFICATE.
If your state does not offer a resale tax certificate, please substitute your state issued retail business certificate.

The Candleberry Co. Inc.
1150 Chenault Rd.
Frankfort, KY 40601
P: (502)223-2799
E: info@candleberry.com

The Candleberry® Co. reserves the right to make necessary policy changes without prior notification.

Are you applying because of a change of address or business name? ☐ YES ☐ NO

Prior name and/or address: _____

BUS.NAME _____
OWNER/MANAGER/BUYER _____
EMAIL _____
PHONE _____ FAX _____
FED. ID # _____

BILLING ADDRESS _____
CITY _____ STATE _____ ZIP CODE _____

SHIPPING ADDRESS (STORE) _____
CITY STATE ZIP CODE _____

Your ship-to (store) address MUST be a physical business location (NO PO BOXES OR RESIDENTAL ADDRESSES) To assure accuracy & timely processing, enter your address in Google maps. If the address cannot be found, make corrections until it is located.

Kind of business? (select one):
- ☐ Non-profit
- ☐ Florist
- ☐ Pharmacy/Groc.
- ☐ Salon
- ☐ Cafe
- ☐ Card/Gifts
- ☐ Home Goods
- ☐ Boutique
- ☐ Pet Shop
- ☐ Other

Your location? (select one):
- ☐ Downtown
- ☐ Rural Road
- ☐ Resort
- ☐ Tourist Area
- ☐ Other _____
- ☐ Enclosed Mall
- ☐ Strip Center
- ☐ Outdoor Mall

How did you hear about us?
- ☐ Tried the candle
- ☐ Web Search
- ☐ Referral _____
- ☐ Trade Show _____
- ☐ Sales Rep. _____
- ☐ Social Media
- ☐ Word of Mouth

PLACEMENT GUIDELINES
We generally do no approve accounts that fall within a 5 mile radius of a "protected"customer unless certain circumstances are present. We generally do put one customer for every 10,000 in population, which may not allow for such a radius.

ACTIVE CUSTOMER STATUS
In order to be considered an active customer, orders must be placed at least every three months.

PROTECTED TERRITORY
Candleberry Brands: To have protected status within a five mile radius, orders must average $500 monthly over a three month period.

Bourbon Spirits: We do not offer protected territories for the Bourbon Spirits line.

OPENING ORDER/REORDERS
Candleberry Brands: $500 / $250

POS: All printed materials not created by Candleberry®, must be approved by Candleberry.

AGREEMENTS & REQUIREMENTS (IF APPROVED)
By ordering from The Candleberry Co., you confirm that you are NOT a business being conducted out of a residence or out of a third party venue or website (”booth” sales, Etsy, Ebay, Amazon) and you’re only selling Candleberry products from your approved, brick and mortar, retail shipping address (zoned retail) unless additionally approved on this application or by separate application, for online sale distribution through your PRIVATELY OWNED WEBSITE. You will not sell Candleberry products on or through 3rd party sites (Amazon, Ebay, Etsy and the like) unless approved, in writing, in advance, by Candleberry®.

If your store becomes inactive (no purchases for over 3 months) the account will be marked inactive. Inactive areas are open for new distributor placement, where you must re-apply to sell Candleberry products.

All Candleberry® approved distributors MUST keep a valid, active email address on file, with Candleberry, at all times, without opting out. This email address will be used for communications about account invoices, charges, needs, upcoming events and any other information Candleberry® deems beneficial and/or vital to the account. Opting out of these emails will cause your account to move to "deactivated" status.

SALES/PROMOS
Candleberry® offers wholesale partners a "candle of the month" at a 20% discount. We encourage our stores to also offer a "candle of the month" at a 20% discount, to their customers. You may also have one sale per month, for up to five consecutive days, for discounts of up to 30%. Alternatively, you may also run a "buy 2, get 1 free" program that coincides with that five consecutive day period each month. We support extended discounting only of discontinued, out of season, aged/damaged products. You must provide pictures of such products, to Candleberry, for extended discounting approval, in advance of any extended discounting. Brands may be mixed per minimum like item in re-ordering for brands you've been approved to sell.

Candleberry reserves the right to suspend and/or terminate accounts due to policy non-compliance.
I have completed this application fully, accurately & truthfully accept the terms herein.

Furthermore, I authorize The Candleberry Co. to keep my credit card information on file & charge my credit card for payment of each order taken under this agreement. I understand that this authorization will remain in effect until I cancel it in writing prior to the next charge. I agree to notify The Candleberry Co., in writing, of any changes of my account information. I understand that my credit card may be charged the day the order is placed OR the day the order is shipped. I certify that I am an authorized user of this credit card and that I will not dispute the payment with my credit card company; privided the transaction(s) correspond to the terms indicated in this authorization form.

VISA/MC/DIS/AMEX Card #_____ Exp: _____

Print Name: _____Signature: _____ Date: _____

Candleberry Minimum Advertised Price (MAP) Policy
Effective Date: 2025

At Candleberry, we are proud to partner with dedicated retailers who bring our home fragrance products to life through exceptional customer service and strong community relationships. In order to maintain brand value, protect retailer margins, and promote fair competition, we have implemented the following Minimum Advertised Price (MAP) Policy for all retail partners purchasing at wholesale pricing.

1. Minimum Advertised Pricing:
Retail partners may not advertise Candleberry products at a price lower than the current MAP set by Candleberry unless during an approved promotional window (outlined below). MAP pricing applies to all advertisements, including but not limited to: websites, social media, email marketing, print materials, third-party marketplaces, and in-store signage.

2. Approved Promotional Sales:
Retail partners may run one (1) sale per calendar month, for a maximum of five (5) consecutive business days. During the sale period, retailers may advertise up to 30% off Candleberry products or a Buy 2, Get 1 Free offer. Promotional events must be clearly marked with start and end dates and may not be extended outside the approved window.

3. Candleberry.com Pricing & Shipping Updates:
To create a more level playing field, Candleberry has reduced the frequency and depth of sales on Candleberry.com. We have also transitioned from a flat-rate shipping model to a true weight-based shipping structure to align more closely with retail partner practices.

4. Price Matching Policy:
We encourage and welcome our retail partners to price match Candleberry.com promotions when active. We believe the strength of our brand is rooted in the fierce leadership, loyalty, and relationships our retail partners bring to their local markets—not in competing with them.

5. Candle of the Month Program – Wholesale Exclusive
We're excited to offer our Candle of the Month Program to our wholesale partners! This program is designed to help you expand your fragrance offerings at a discounted rate.
Here's how it works:

- Order in case quantities of:
- 12 of the same size in Large, Small, or Tarts, or
- 2 Cookie Jars

Receive an exclusive 20% discount on all applicable Candle of the Month cases.

Additional Details:
Candle of the Month items can be ordered 10 calendar days prior to the start of that month's fragrance promotion. Only one monthly fragrance promotion may be taken advantage of per order. (For example, May and June scents cannot be combined.) This program allows you, as a wholesale partner, to extend the 20% discount to your customers for that featured fragrance during its promotional month. COM can be found in catalogs/brochures or ask your sales representative today!

Enforcement:
Failure to adhere to the MAP Policy may result in warnings, removal from our retailer locator, suspension of wholesale privileges, or termination of the wholesale relationship at Candleberry's discretion. For questions or to request current MAP pricing sheets, please contact our office or your sale representative.

Name: _____ Signature: _____

Store Name: _____ Date: _____

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