

# Direct to Dealer

Date: June 24, 2026

## Dear Valued Dealer Partner,

We reviewed. We listened. And we improved.

As **EUROCHEF USA** continue expanding throughout North America, we are excited to officially introduce our enhanced 2026 Authorized Dealer Program, designed to create a stronger, more profitable, and more supportive direct partnership with our dealer network.

As of **June 24th, 2026**, EuroChef and brands will officially transition to a direct-only distribution model and will no longer be affiliated with SEA Distributing or its affiliates. We will assist SEA dealers in placing any pending orders they have, directly with ILVE USA.

This transition allows us to:

- Improve communication, training and responsiveness
- Strengthened service coordination and support through Factory Direct Service & Support (USA & Italy) and Expedited Parts Availability and Service Dispatch network turnaround
- Increase dealer profitability opportunities
- Improve inventory visibility and planning with thousands of in-stock, custom, M2O product ready to expedite ship anywhere in the USA
- Create faster decision-making processes

We are building a faster, stronger, and more responsive dealer experience.

More than a program update, this is an investment in our dealers and the continued growth of EuroChef and our brands across the United States.

Our mission is simple "drive more traffic, create better showroom experiences, and help our dealers sell more."

## AVB & NATIONWIDE MEMBER SUPPORT

We also want to reassure all AVB/BrandSource and Nationwide Marketing Group members that this transition is designed to further strengthen your business growth opportunities and partnership benefits.

Authorized AVB and Nationwide dealers will continue to receive the same benefits, and potentially even greater opportunities through our enhanced direct dealer relationship structure.

Our goal is to further improve dealer profitability, communication, support programs, and long-term partnership growth for all aligned buying group members.

## EXPANDED PRODUCT CATEGORIES

ILVE and our brands are evolving beyond ranges into complete luxury kitchen brands.

Our growing product lineup now includes:

- Refrigeration
- Dishwashers
- Ventilation
- Wall Ovens
- Cooktops & Rangetops
- Built-In Appliances

With more products launched or launching soon, dealers can take advantage of larger package opportunities, higher average sales, and continued growth with our brands.

## 2026 PROGRAM HIGHLIGHTS

### 1. ENHANCED DEALER MARGINS

Authorized dealers will qualify and start with enhanced high value Gross Margin

Our objective is simple: create stronger dealer profitability while supporting long-term growth opportunities.

### 2. ENHANCED DISPLAY PROGRAM

We are making significant investments into showroom growth and merchandising support.

Approved new display orders may now qualify for:

- Up to 75% off
- Opportunity for Full Build Out

### 3. EXPANDED DEALER SPIFF PROGRAM

Our enhanced 2026 SPIFF Program creates greater flexibility and stronger earning opportunities for dealers and showroom sales teams

### 4. ANNUAL VOLUME REBATE PROGRAM

To reward long-term dealer growth and partnership expansion, qualified dealers may receive annual rebates based on annual net wholesale purchases.

Total Annual Net Wholesale through Volume Tier Incentive.

### 5. CONTAINER/STOCKED INVENTORY PROGRAM

Qualified container orders may now receive:

- Container order/shipment discount incentives

Stocking Inventory orders may now receive:

- Direct Stock product margin incentives

This program is designed to support larger stocking opportunities, inventory planning, and showroom expansion initiatives.

### 6. CO-OP MARKETING & MDF SUPPORT/ALLOWANCES

EuroChef USA are significantly increasing investments into dealer marketing support and showroom growth initiatives based on annual net wholesale purchases.

Total Annual Net Wholesale through Volume Tier Incentive.

### 7. PRO PROGRAM

Participate in PRO/B2B discount/incentive program allowing discounts on products for PROs.

- PRO leads
- Discounts for single use or multi-unit projects, plus enhanced model home and showroom opportunities.

**ONBOARDING:**

For dealer onboarding, account setup, showroom programs, and transition support, please contact:

**Nina P.**

EuroChef Sales

[hanina.p@eurochefusa.com](mailto:hanina.p@eurochefusa.com) or [sales@eurochefusa.com](mailto:sales@eurochefusa.com)

**(631) 254-3434 ext. 4423**

For any additional questions, please contact or CC:

**John Howells**

Director of EuroChef USA

[john.howells@eurochefusa.com](mailto:john.howells@eurochefusa.com)

**(631) 254-3434 ext. 4411**

"Thank you again for your continued partnership, trust, and support.

We are investing heavily into the future of EuroChef and our brands, and we look forward to growing together directly.

The best is yet to come."

Sincerely,

**Elie F.**

**President**

**EUROCHEF USA**

Date: June 24th, 2026