

# TINCAKES.™ RESELLER QUICK GUIDE

Reviewed: August 2026

**Important:** This guide is a practical summary only. If anything in this guide differs from the signed TinCakes.™ Approved Reseller Agreement or its annexures, the Agreement prevails.

## 1. PRODUCTS

- TinCakes.™ offers approved canned food products, including cake in a can.
- You may resell only:
  - products listed on [www.tincakes.co.za](http://www.tincakes.co.za); or
  - products approved in writing by TinCakes.™.
- Always use approved product names, descriptions, and brand material.
- Present yourself only as an Approved TinCakes.™ Reseller.
- Do not claim to own, manufacture, or represent TinCakes.™ as the brand owner.
- All marketing material must:
  - reference [www.tincakes.co.za](http://www.tincakes.co.za); and
  - display the [approved reseller QR code](#) clearly.

## 2. ORDERING

- Orders are placed [weekly, in advance](#).
- Order deadline: [Wednesday, close of business](#).
- Orders must be sent via the [TinCakes.™ WhatsApp Business channel](#) only.
- Minimum order: [96 units per order](#), unless agreed otherwise in writing.
- You must state exact product quantities and variants.
- Orders are processed only after:
  - TinCakes.™ accepts the order; and
  - full payment is received and verified.
- Orders accepted and paid by Wednesday are scheduled for dispatch the following Wednesday.
- Estimated delivery is by the first Friday after dispatch, subject to courier timing and availability.

## 3. PAYMENT

- Full upfront payment is required for every accepted order.
- Approved payment methods must be used.
- Proof of payment must be supplied when requested.
- Prices are in ZAR, unless confirmed otherwise in writing.
- For cake in a can, the reseller price is less than the TinCakes.™ website price per can at the time of order, unless agreed otherwise in writing.
- The recommended resale price is the TinCakes.™ website price at the time of resale, unless TinCakes.™ confirms otherwise.
- Courier and related charges are excluded unless specifically included in writing.
- Invoice disputes must be raised in writing within 3 business days.

#### 4. DISTRIBUTION

- Your approved Marketing Area is recorded in your reseller documents.
- Within your approved area, you may market, promote, sell, and distribute TinCakes.™ products.
- Outside your area, you may sell and distribute within South Africa only, but you may not market or solicit outside your area without prior written approval.
- You may not distribute outside South Africa without prior written approval.
- You may approve ad hoc:
  - market stalls;
  - pop-ups; and
  - eventswithin your approved area, provided they are recorded and comply with the brand rules.
- You may not approach wholesalers or retailers unless TinCakes.™ gives prior written approval.
- Wholesale and retailer relationships remain the prerogative of TinCakes.™ / the business owner.

#### 5. COMMUNICATION

- The official ordinary business communication channel is the [TinCakes.™ WhatsApp Business channel](#).
- Orders, reseller queries, and operational updates must go through that channel unless TinCakes.™ confirms otherwise in writing.
- Email is for formal notices or official records only, where permitted.
- Business language: English.
- Normal business hours:
  - 08:00 to 16:00
  - Monday to Friday
  - excluding South African public holidays.
- You must communicate professionally, in good faith, and promptly report issues that may affect the brand, customers, or the reseller relationship.
- Do not create separate TinCakes.™ business groups or channels without approval.

#### KEY REMINDERS

- Use only approved branding and product information.
  - Keep to your approved area and rules.
  - Place orders on time, every week.
  - Pay in full before processing.
  - Use the correct communication channel.
  - [When unsure, ask TinCakes.™ first.](#)
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