



November 20th, 2023

**Subject: Price Increase – A. Lassonde Inc.**

Dear Customer,

Since the beginning of 2023, we have been facing multiple inflationary pressures impacting the cost of production and distribution of our products.

The increased cost of both commodity components and manufacturing costs are some of the main factors contributing to this pressure.

As a result, Lassonde will be implementing a price increase on all national brands. We are thereby providing you with this 90-day notice of a price increase that will be effective February 25<sup>th</sup>, 2024.

All orders placed for delivery after this date will be subject to the new pricing. You will receive the details of pricing, by item, during the week of November 27, 2023.

Lassonde values your business and will continue to provide the high service level that you expect, while offering the highest quality products at competitive pricing in the marketplace.

Best regards,

A handwritten signature in blue ink, appearing to read "Suzanne Aubry-Lasry". The signature is stylized and cursive.

Suzanne Aubry-Lasry  
Vice-president Food Service sales & Business development for North America.