



June 30<sup>th</sup>, 2025

To Our Valued Customer:

On behalf of the Give and Go team, I would like to thank you for your continued business and support.

We, at Give & Go, have experienced significant upward pressure on commodity costs. These escalating costs have put us in a position where we must take price action for the first time in 3 years. While we continue to manage these costs and work collaboratively to mitigate the impact, the full magnitude of these increases is no longer manageable.

For the Give & Go family of companies to continue to maintain our leadership as a quality supplier of innovative products, it will be necessary to increase our pricing as outlined below.

**Effective Dates for all Give & Go frozen items:**

- Price increase will go into effect with orders placed on or after August 31, 2025

Your Give & Go sales representative and/or your local broker will be in touch shortly to discuss our new pricing to ensure you fully understand the specific details of the increase.

Please be assured we will continue doing everything possible to offset these ongoing cost pressures by focusing on continuous improvement initiatives to remove waste and drive efficiencies throughout our entire organization.

We look forward to continuing to provide you with bakery solutions that contribute to your growth and success.

Regards,

*Michael Vachon*

Michael Vachon  
Vice President Sales

