



December 20, 2024

Dear Valued Customer,

We want to inform you of an upcoming price adjustment for the following Peet's Coffee items, effective February 24, 2025:

- Peet's Coffee Bags (all wholesale formats)
- Peet's Coffee K-cups
- Peet's Coffee Capsules

This change reflects the unprecedented rise in coffee costs, which are forecasted to remain high into 2025. While we have worked hard to mitigate these increases, this adjustment is necessary to ensure we continue delivering the premium coffee quality and service you expect.

Your account manager remains dedicated to supporting your business and will collaborate closely with you to update our plans and strategies to drive continued growth in 2025 and beyond.

Thank you for your understanding and ongoing partnership. We look forward to continuing to serve you with excellence.

Warm regards,

A handwritten signature in black ink, appearing to read 'MS Moran', with a long horizontal flourish extending to the right.

Marcia S. Moran
SVP, Consumer Sales
Peet's Coffee