



Dear Valued Peet's Customer,

We want to inform you of an upcoming price adjustment for Peet's and Caribou items, effective August 11, 2025:

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

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

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

Sincerely,

Away From Home