



Jan, 2025

To VPOC,

Over the past several months, we have seen increased volatility in the commodity markets that ultimately control worldwide coffee prices. While we have been successful at navigating the difficult, inflationary climate since the pandemic, now that the markets have settled at elevated levels, we are no longer able to hold current prices.

Attached please find a spreadsheet outlining your new pricing, effective Jan, 27th 2025. For additional information, please let us know and we can set up a call to discuss.

As we look forward to coffee's busy season, mitigating costs in these persistently challenging times is a major priority for us, while also remaining committed to our central tenets: quality, customer service and sustainability, as well. I thank you for your putting your trust and loyalty in us.

With thanks.

A handwritten signature in black ink, appearing to read "Adam Pesce", written in a cursive style.

Adam Pesce
President