



NOTIFICATION OF PRICING ACTIONS EFFECTIVE NOVEMBER 8, 2024

October 8, 2024

Dear Customer,

For 90 years, Barrie House has established a reputation as an industry leader in coffee roasting and packaging by delivering best in class service, supporting the highest quality coffees at very fair prices. The green coffee market has been at unprecedented, sustained levels for nearly a year that seem to defy the fundamentals of supply and demand. Prices today exceed even the 10-year highs seen in 2022.

Barrie House has strategically hedged the market allowing us to continue to deliver high quality products at a fair price throughout these challenging times. We are very proud to have not issued a single price increase in over a year, while many of our competitors have issued multiple increases during that time. However, this has now become unsustainable.

Effective November 8, 2024, increases on Bulk Whole Bean, Standard Kcups and flavored Kcups will be applied to VPOC items as follows:

VP Code	Description
11MI325	BARRIE HSE ULT HAZELNUT 24 CT
11MI325	BARRIE HSE JAMMIN JAMAICAN 24 CT
11MI325	BARRIE HSE FR VANILLA 24 CT
11MI325	BARRIE HSE SALTED CARAMEL 24 CT
11MI325	BARRIE HSE SUMATRA INDO 24 CT
11MI325	BARRIE HSE FTO CLAY AVE 24 CT
11MI325	BARRIE HSE DECAF 24 CT
11MI325	BARRIE HSE FTO DARK MYSTERY 24 CT
11MI325	BARRIE HSE ARROSTO SCURO 24 CT
11MI325	BARRIE HSE MORNING RITUAL 24 CT
11MI349	BARRIE HSE SEAS GINGERBREAD MAPLE 24 CT
11MI325	BARRIE HSE 100% COLOMBIAN 24 CT
11MI325	BARRIE HSE ESPRESSO RST 24 CT
11MI325	BARRIE HSE FRENCH RST 24 CT
11MI325	BARRIE HSE HOUSE BLD BOLD 24 CT
11MI325	BARRIE HSE 10% KONA 24 CT
11MI349	BARRIE HSE SEAS PUMPKIN RST 24 CT
11MI349	BARRIE HSE SEAS P/MINT BARK 24 CT

We will remain vigilant in our greens buying efforts, capitalizing wherever possible on market drops as they occur, and issue appropriate price decreases as we are able to in the future. We value your business and commit that we will never compromise our quality in the name of price and do our very best to deliver the optimal quality-value proposition that we can. We thank you for your partnership and look forward to continually improving the business and driving growth with you in the future.

Best Regards,

Scott Montgomery
Chief Executive & Chief Sales Officer