



January 7, 2025

Dear Valued Torani Partner,

As we start off this exciting new year, we are so proud of the partnership we have built together. Thank you for your part in strengthening our business relationship and growing our businesses together. We are already eyeing a successful year to come with elevated service and superior products delivered to you and your customers.

This year marked a year of tremendous growth within our 'Flavor Factory' in San Leandro, as well as marked expansion for the future. In October of this past year, we began to operate additional distribution out of our East Coast Distribution Center to reduce order response times for all customers east of the Mississippi River. In Spring of 2025, we are set to open a new Distribution Center adjacent to our Flavor Factory in San Leandro, CA. This will allow for expansion from our current footprint of 327K sq ft of production space in the Flavor Factory, to an additional 104k sq ft of warehousing next door.

With a deep dedication to strengthening both our business and partnership together, we are coming to you far in advance this year to share our plans for a price advancement starting March 1, 2025. Given an unpredictable marketplace, we are faced with several significant increases on our raw materials including natural flavors and substantial increases in sugar. Additionally, we have also incurred increases in cocoa, and dairy (impacts our sauces). Despite continual efforts to offset inflated costs, it is necessary to pass along an increase on all product lines.

Effective March 1, 2025, our pricing will increase on Torani Original Syrups (including SF), Torani Puremade Syrups (including Zero Sugar), Torani Puremade Sauce (64oz & 16.5oz), Torani SF Sauces, Torani Real Fruit Smoothie Mix and Torani Puree Blends. Attached please find a chart outlining your new pricing, effective March 1, 2025. For additional information, please contact your Torani Sales Representative directly.

Our strong relationship and commitment to your business remains our top priority. We welcome the opportunity to work closely with you to further support your business and best serve your customers.

Best Regards,

A handwritten signature in blue ink that reads "Randy Stewart". The signature is written in a cursive, flowing style.

Randy Stewart

Senior Director, Sales