



February 4th 2025,

RE: Price Increase effective April 7th

To our valued partner,

Over the past year, we've witnessed significant changes in market conditions impacting the coffee and non-coffee sectors. Foreign exchange and the green coffee market has seen unprecedented and historically high increases.

Effective April 7th, we will be implementing a price increase across some of our product range. While we understand the importance of affordability, we assure you that this decision was made after careful consideration and review.

We remain committed to delivering exceptional products and experiences. Our team is dedicated to exploring efficiencies and innovative solutions to minimize the impact on our customers wherever possible.

We sincerely appreciate your understanding and continued support.

Thank you,

Darren Nelson

Darren nelson

Director of Sales, Western Canada

