



Date : October 28th, 2024
To : All Customers
Subject : Cost Price Decrease, Increase and UMAP change

We are writing to inform you that, as a result of our ongoing strategic review and driven by our ambitions of our three-year plan (3YP), Kraft Heinz has taken the decision to make the following changes effective February 2nd, 2025 unless otherwise noted:

- In keeping with our 3YP ambitions we have committed to *not taking pricing action* behind our core six brands (*Heinz Ketchup, Philadelphia Cream Cheese, Kraft Dinner, Classico, Kraft Peanut Butter, Kraft Salad Dressings*) which currently represents approximately 60% of our portfolio
- In addition, we will *not be taking pricing actions* on; Lunchables, Hot Bites, Pure Salad Dressings, Not Co, Primal Kitchen, Tomato Juice, Renee's and/or our Philadelphia Dips portfolio
- We are also excluding any further pricing actions on our coffee portfolio at this time. However, to strengthen our brand equity and to minimize supply disruptions and volatility, we have decided to reimplement our UMAP strategy on Maxwell House Large Tin – effective February 6th, 2025
- Furthermore, as we continue to work through our channel and sloping strategy, we will be taking a *list price decrease* on select SKUs within our Miracle Whip portfolio.
- Across the remaining balance of our Retail portfolio, and our Away from Home portfolio, we will be implementing a cost price increase in order to offset continued rising input costs and inflation

The price decrease and increase shall take effect on all orders placed on or after February 2nd, 2025. As always, subject to any minimum retail price agreement between us, retail prices and the setting of prices within your stores are at your sole discretion.

We look forward to another mutually successful year ahead during which we will continue to invest in growing our brands, delighting our consumers, as well as driving availability across Canada.

Your Kraft Heinz Representative will share all the specific details with you. We value your business and thank you for your continued support.

Yours Sincerely,

A handwritten signature in black ink, appearing to read "Vincent Nadeau".

Vincent Nadeau - VP Sales, Kraft Heinz Canada