VITAMIN WELL

June 1st, 2026

To Our Valued Partners:

At Vitamin Well, we greatly value the strong partnership we have shared together, helping bring the highest-quality products to consumers. We remain committed to delivering exceptional value and consistency while navigating the dynamic cost environment impacting the Food and Beverage industry today.

Over the past year, we have experienced significant increases in several key inputs essential to producing and distributing our products, including:

- Raw material ingredients such as protein and cocoa have risen between 5–18% YoY due to:
    - Increasing consumer demand
    - Significant global supply chain disruptions
    - High shipping costs
- US inflation remained elevated as headline CPI was up 2.9% YoY in August with food inflation even higher than that. Protein-rich foods have seen significantly higher inflation compared to overall food with an increase of 5.6% YoY.

While we have worked diligently to offset these pressures through operational efficiencies, supplier negotiations, and productivity improvements, the scope of these increases is too significant for us to fully absorb.

As a result, effective September 1st, 2026, we will implement a price adjustment across our protein bar portfolio.

This decision was not taken lightly, and we are confident that this increase will ensure we can continue providing the quality, service, and innovation you expect from us. We remain committed to supporting your business with strong brand investments, consumer marketing, and category driving initiatives that deliver value for both our companies.

We appreciate your continued partnership and understanding as we navigate these challenges together. If you have any questions, please don’t hesitate to reach out to your account manager or me directly.

Thank you for your trust and collaboration.

Warm regards,

Ben Jones
CEO
Vitamin Well