



Date: May 20,2024

To: Valued Customers

Subject: Flavia Pricing Structure

Dear Customer,

We appreciate your continued support and partnership with Lavazza. As you are aware, the global economy has changed and continues to change, due to continued inflation, higher operating costs, and exchange rates. In addition, there is high volatility in the costs of goods, such as green coffee prices, packaging, utilities, and logistics. For these reasons, Lavazza had to reevaluate the current pricing structure on our Flavia Freshpack portfolio.

After careful evaluation, we find it necessary to **increase our Flavia Freshpack SKU's.**

With this adjustment, we will be monitoring for any ordering patterns that would appear to be "speculative" and we reserve the right to limit forward purchasing to keep in line with current buying patterns and stock availability.

Our sales teams will be available to discuss with you the details of this action and to provide any necessary information that you may need. We greatly appreciate your support and look forward to our continued partnership.

Sincerely,

Alfredo D'Innocenzo

SVP – Away from Home Sales