



April 10th, 2025

RE: Price Increase effective May 12th

Dear valued customer,

Over the last few months, we have witnessed significant changes in market conditions impacting the coffee and non-coffee sectors.

Effective May 12th, we will be implementing a price increase across some of our product range. The price increase is a result of the weakened Canadian dollar and the rising green C market.

This increase is not due to the US Tariffs. Items impacted by retaliatory tariffs will continue to see a "US Tariff recovery fee" to remain transparent regarding the impact this may have on your prices.

We remain committed to delivering routinely exceptional products and services. We have dedicated a team that continues to explore efficiencies and innovative solutions to minimize the impact on your business.

We sincerely appreciate your understanding and continued support.

Thank you,

Darren Nelson

Darren Nelson

Director of Sales, Western Canada

