

January 17, 2025

To our valued customers,

As you are aware, the green coffee market continues to be highly volatile and is currently at a 50-year record high. The graph below highlights the increase to Coffee Futures over the past 12 months, representing approximately an 87% increase in the cost of coffee excluding differentials and foreign exchange.



Several news sources have covered this story over the last month, and I would encourage you to read more about it at some of these sources.

<https://www.bbc.com/news/articles/c36pgrrjlyo>

<https://www.cbc.ca/news/business/coffee-prices-climate-1.7336813>

<https://www.nbcnews.com/news/us-news/coffee-price-increase-rcna183711>

As such, effective April 1, 2025, all of our branded single serve capsule coffee products– will be increasing per capsule unit CAD.

Our decision to take price is not one that has been taken easily, however is reflective of the market conditions that are common to the industry.

Regards,

Kim Cunningham
Chief Commercial Officer
Mother Parker's Tea and Coffee