



Good food, Good life

October 30, 2024

Dear Valued Customer,

At Nestlé, we take pride in our ability to consistently provide our customers and consumers with superior brands, products and services. While we are always looking for efficiencies in our business, we remain steadfast in our commitment to the high standard of quality that is the foundation of Nestlé, and that our consumers demand.

We want to inform you that we will be implementing a cost change across our Nescafé & Starbucks Coffee portfolio. The current commodity market conditions have escalated the costs of these inputs to a degree that requires us to evaluate our Regular and Feature selling price strategies for Nescafé & Starbucks Coffee. We want to assure you that we have carefully considered the impact of this decision. The change in RSP/FSP strategies, will partially support managing the rising costs while maintaining the high standards you expect from our products.

The cost increases as outlined in the attached are effective February 2, 2025. All products delivered on or after this date will be subject to the new costing.

- Orders submitted with a requested delivery date of February 1, 2025 or prior will be invoiced at the current price
- Orders submitted with a requested delivery date of February 2, 2025 or after will be subject to the new price
- Nestlé reserves the right to adjust shipping dates based on product availability.

We understand that a price change in this environment is difficult for our customers and consumers, but it is necessary to manage costs for our business and to deliver high quality products. We are here to work together to navigate this change and focus on results together. To facilitate this, your Nestlé representative will be reaching out immediately to discuss further.

Thank you for your continued support and partnership. We value our relationship with you and are committed to delivering value and excellence in everything we do.

Regards,

Greg Coles

Greg Coles
Chief Customer Officer

Christine McClean

Christine McClean
President, Beverages Canada