



11/21/2025

To Our Valued Customers:

On November 15, 2025, we communicated a price increase on the Sauce Craft brand to be effective January 15, 2026. We are withdrawing that communication and replacing it with an updated price increase now effective February 1, 2026.

Ventura Foods is committed to controlling costs to the best of our ability to ensure advantageous pricing for our customers. However, the industry has been impacted by increased ingredient costs as well as increased logistics, labor, and packaging costs.

Ventura Foods is announcing a **price increase** on the following SKUs **effective February 1, 2026**:

- o VENTURA MUSTARD SS 504 CT
- o VENTURA KETCHUP SS 504 CT

Attached please find the new Ventura Foods Canadian Portfolio Brand Price List.

Customer orders placed on or before January 31, 2026 will receive the current price.

All orders placed on or after February 1, 2026 will be priced according to the new attached price list.

We sincerely thank you for your continued business and support of the Ventura Foods brand portfolio. Our goal is to continue to provide our mutual operator customers with excellent quality, performance, and value.

Should you have any questions or require any additional information, please feel free to contact your local Ventura Foods representative.