



To: Valued Customers

Subject: Lavazza North America Pricing Action

Dear Valued Customer,

Lavazza North America values your ongoing collaboration and trust in the quality of our products. After thorough consideration, we have decided to implement a list price increase across the Lavazza North America portfolio effective for **all orders placed on or after June 1, 2025**. Despite our continuous efforts to optimize operations and absorb these additional costs, this has become necessary to ensure that we can continue to deliver the high-quality coffee and service you expect and deserve.

We are facing significant external pressures that have affected the cost of doing business. Supply constraints have caused Arabica and Robusta beans to reach their historic price peaks. As Lavazza pays a premium to source premium green coffee for our superior blends, these market dynamics have a pronounced impact on our cost of goods. In addition, the Euro is strongly depreciating vs USD Dollar making our green coffee purchases more expensive. Lastly, we are experiencing longer routes and transit times across the Suez Canal as well as raised insurance prices.

The price adjustments will be as follows:

Category	SKU	Description
Flavia	<i>See price list attached</i>	Flavia Freshpacks
Machines	18000565	Flavia Creation 600 Beverage System
Machines	18000587	Flavia Creation 300 Beverage System
Machines	18200252	Flavia Refill – Water Tank Module
Merchandiser	25200000	Small Merchandiser
Merchandiser	25200004	Modular Merchandiser 1-Drawer
Merchandiser	25200001	6-Column Merchandiser
Merchandiser	25200002	4-Column Merchandiser

We will monitor order patterns to prevent speculative buying and may limit purchases to a 30-day supply to maintain consistency with current buying trends.

Our Sales team is ready to discuss the details of this change and provide any necessary support. We deeply value your business and thank you for your understanding.

Sincerely,

Hossam Ashraf
President
Lavazza North America