



March 17, 2025

**Subject: Price adjustment notification for Zavida Coffee Products**

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Dear Customer,

We at Zavida Coffee would like to express our gratitude for the exceptional partnership we've shared over the years. Your trust and collaboration have been invaluable to us, and we remain committed to maintaining this strong relationship for many years to come.

As you are aware, the global coffee market has been experiencing significant volatility. Over the past several months, green coffee prices have risen due to a combination of supply chain disruptions, adverse weather conditions in key growing regions, and increased demand. In the past 60 days we have seen increases ranging from 55% to 70% vs. December costs. While we have worked diligently to absorb much of these cost increases, the sustained upward pressure on pricing now requires us to adjust our prices accordingly.

As a result, we will be implementing a price adjustment on our coffee products (30 days' notice) effective April 17, 2025. We understand the importance of managing costs, and as your partner, Zavida will be absorbing a portion of this increase to help minimize the impact on your retail price for your customers. Our relationship is of utmost importance, and we want to ensure that we continue to bring the quality and consistency you expect from Zavida.

We will continue to closely monitor the publicly traded green coffee market and adjust our pricing strategy as necessary. Should market conditions improve and prices decline, we will take appropriate steps to reflect those changes in our pricing structure.

Thank you for your understanding and support as we adapt to these changes. We look forward to continuing our valued partnership.

Warm regards,

A handwritten signature in blue ink, appearing to read "Mathieu", is displayed on a light blue rectangular background.

Mathieu Gadbois  
Vice-President, Sales & Marketing

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