



November 28th, 2024

Subject: REVISED - Price Increase – A. Lassonde Inc.

(This letter supersedes the letter dated November 22nd, 2024)

Dear Customer,

Since the beginning of 2024, we have been facing multiple inflationary pressures impacting the cost of production and distribution of our products.

The increased cost of both commodity components and manufacturing costs are some of the main factors contributing to this pressure.

As a result, Lassonde will be implementing a price increase on some national brand items. We are thereby providing you with this notice of a price increase that will be effective **February 23rd, 2025**.

All orders placed for delivery after February 21st, 2025, will be subject to the new pricing.

Lassonde values your business and will continue to provide the high service level that you expect, while offering the highest quality products at competitive pricing in the marketplace.

Best regards,

 **Suzanne
Aubry-Lasry**

Suzanne Aubry-Lasry

Vice-president Food Service sales & Business development for North America.