



October 1, 2024

Dear Valued Customer,

This letter serves to advise you that there will be a general price increase on AWAKE Chocolate effective on January 1, 2025.

This increase is due to unprecedented inflation in ingredient costs, and concurrent increases in freight, packaging, and labor costs.

Please be assured that we have worked diligently to minimize the price increase to the lowest possible amount while still delivering the quality you expect and deserve.

All orders delivered on or before December 31, 2024 will be honored with the current price.

We greatly appreciate your continued business and support through this challenging cost environment. If you have questions or concerns regarding this price increase, please do not hesitate to reach out. Our team is more than happy to discuss this situation with you

Sincerely,

A handwritten signature in blue ink, appearing to read "Adam Deremo", is displayed within a light gray rectangular box.

Adam Deremo  
Co-Founder & CEO

---

---