



TO: Our Valued Customers
SUBJECT: 2025 Price Increase

Dear Valued Customer,

The coffee industry is facing challenging times due to an increase in the price of primary ingredients, along with cost increases on other inputs associated with bringing our products to market.

We would like to inform you that as of February 3, 2025, Keurig Canada Inc. will implement a price increase on our Single Serve portfolio and a price increase on our Traditional portfolio. Changes will apply nationally to brands including -but not limited to-, Van Houtte, Timothy's, McCafé, Kicking Horse Coffee K-Cups, and Lavazza K-Cups.

All orders received and scheduled for shipping or pickup on or after February 3, 2025, will be invoiced at the new price. Please note that forward buying will not be supported.

If you have any questions regarding these changes, please reach out to your sales representative.

Thank you for your continued support of our business. We remain committed to bringing you successful, high-quality products that satisfy consumers' needs and delight them anytime and anywhere.

Best regards,

Chris McMahon
Vice-President, Away From Home
Keurig Canada Inc.