



Subject: Price Increase to Coffee

Assortment

Dear Customer,

Effective on September 8, 2025, BLK & Bold will be implementing a price increase across the existing coffee assortment portfolio. The price increase is necessary for BLK & Bold to continue to produce and deliver high quality product offerings while offsetting the green coffee futures market record high levels in 2025. These expenditures have increased our COGS by +85% since the year prior and our clients have been advised that we are updating pricing to allow us to sustainably service the impacted assortment. Thus, BLK & Bold will be implementing the below price increases by item form:

Ready To Drink Coffee:

Keurig K Cups:

Liquid Concentrate:

Marketing Supplies:

Thank you for your understanding and continued partnership as we navigate the current marketplace dynamics.

Sincerely,

A handwritten signature in black ink, appearing to read 'P. Cezar', is written in a cursive style.

Pernell Cezar

BLK & Bold, LLC

CEO, Co-Founder