



DATE: March 24, 2025
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.

Keurig Canada Inc. will implement a price increase on our K-cup and Tassimo portfolios and on our Traditional and Instant portfolios. Changes will apply nationally on brands including, but not limited to, Van Houtte, Timothy's, McCafé, Kicking Horse Coffee K-Cups, and Lavazza K-Cups. This increase is due to commodity increase, not related to any Tariffs.

In addition, Keurig Canada Inc, will implement a price increase on selected appliances and on selected spare parts.

These increases will be effective June 23 2025, and all orders received and scheduled for shipping or pickup on or after June 23, 2025, will be invoiced at the new price. Please note that forward buying will not be supported.

Your sales representative will meet with you in the coming days to provide all the necessary information surrounding these changes. Please feel free to contact them at any time if you have questions.

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,

A handwritten signature in black ink, appearing to read 'Chris McMahon', with a stylized flourish at the end.

Chris McMahon
Vice-président, Hors domicile
Keurig Canada Inc.