

Date : October 23rd, 2025
To : All Customers
Subject : Cost Price Increase

We are writing to inform you that, as a result of our ongoing strategic review and driven by our ambitions of our three year plan (3YP), Kraft Heinz has taken the decision to make the following changes effective February 1st, 2026:

- We will be implementing a cost price increase across a majority our portfolio.
- We have made the strategic decision to exclude the following from any pricing actions;
 - Coffee
 - Heinz Ketchup
 - Heinz Mayonnaise
 - Taco Bell

The price increase shall take effect on all orders placed on or after February 1st, 2026. As always, subject to any minimum retail price agreement between us, retail prices and the setting of prices within your stores are at your sole discretion.

We look forward to another mutually successful year ahead during which we will continue to invest in growing our brands, launching new innovation, delighting our consumers, as well as driving availability across Canada.

Your Kraft Heinz Representative will share all the specific details with you. We value your business and thank you for your continued support.

Yours Sincerely,



Vincent Nadeau
VP Sales, Kraft Heinz Canada