



BLUETRITON™



Triton Water Canada Holdings (BlueTriton Brands) Notification of Price Change

Dear Valued Customer,

At BlueTriton Brands, our goal is to provide our valued customers and consumers with the best quality healthy hydration products at competitive prices. To ensure these goals are continued to be met in this challenging inflationary environment, we are announcing a price increase effective Monday October 3, 2022. The brands impacted by this price increase are Pure Life (flat water) and Splash Blast.

This Canadian price increase reflects cost increase changes that have occurred on our transportation, input, and labour costs that can no longer be absorbed by BlueTriton Brands. We remain committed to driving category growth and will continue to provide you quality products at high service levels.

Your BlueTriton Brands representative will be contacting you with more information regarding these changes and we look forward to working with you to build collaborative plans to maximize your sales and profit.

Sincerely,

Scott McIntyre
EVP General Manager, BTB Canada