

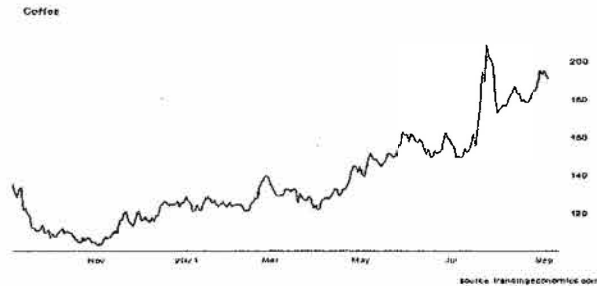
August 31, 2021



Dear Valued Customer,

Since 1975 we, at Brazilian Canadian Coffee Co Ltd, are committed to roasting and delivering only the highest quality premium coffees to our customers. We are fully aware of our responsibility to provide competitive prices allowing our customers to receive fair margins and in return for your consumers to receive good value.

Although we are constantly trying to protect our customers through careful purchasing procedures and well managed inventory controls, significant increases in the "C" Market on the International Commodity Exchange, increasing rise in differentials of arabica coffees at origin and the continuous rise in freight costs and packaging materials over the past months has resulted in us having to pass on a price increase on all of our roasted and ground coffees effective October 15, 2021.



We would like to remind you that all orders shipped prior to October 15, 2021 will be processed at the current prices, understandably at normal quantities.

We wish to thank you for your valued, ongoing support and trust that you will understand the necessity for this price increase.

Yours truly

Brazilian Canadian Coffee Co. Ltd.

A handwritten signature in black ink, appearing to read 'Costa Kyriazakos', written over a circular stamp or seal.

Costa Kyriazakos
President