



July 24, 2023

TO: Our Valued Customers

FROM: Trevor Oberlander

RE: Notification of Campbell Pricing Action Effective October 23, 2023

I am writing to inform you that Campbell is increasing list prices for many of our tomato-based products, reflecting ongoing increases in our input costs. Price changes are effective **October 23, 2023**.

These list price increases are aligned with our input costs so any additional promotional or investment requests will result in trade reductions.

Your divisional Campbell sales representative will be reaching out to provide clarity around these changes and will work closely with you to modify promotional plans to ensure a smooth transition and implementation process.

Thank you in advance for your partnership and support. We will continue to partner with you to ensure that our products remain affordable to your shoppers, as we recognize this is a priority.

Please do not hesitate to reach out to me or your Campbell representative to discuss in further detail as needed.

Regards,

Trevor Oberlander

Trevor Oberlander
Vice President, Sales
Campbell Company of Canada