



July 25, 2022

TO: Our Valued Customers

RE: Notification of Campbell Pricing Action Effective October 24, 2022

I am writing to inform you that Campbell is increasing list prices for many of our products, reflecting ongoing increases in our input costs affecting our entire portfolio of brands. Price changes are effective **October 24, 2022**.

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 highly value our customer relationships and look forward to continuing to work with you to grow our businesses together. Please do not hesitate to reach out to your Campbell representative to discuss in further detail as needed.

Regards,

Trevor Oberlander

Trevor Oberlander
Vice President, Sales
Campbell Company of Canada