



# Canterbury

COFFEE

**May 24, 2024**

**RE: Price Increase**

To our valued partner,

At Canterbury Coffee we strive to provide you with the highest quality products and services. As part of our commitment to transparency and excellence, we want to inform you about some necessary adjustments to our pricing structure.

Over the past year, global market dynamics, particularly in the coffee and non-coffee sectors, have undergone significant shifts. Unfortunately, these shifts have led to considerable increases in costs associated with sourcing, production, and distribution. Despite our best efforts to mitigate these impacts, we find it imperative to make adjustments in order to maintain the quality and sustainability standards you have come to expect from us.

Effective June 24, 2024, we will be implementing a moderate price increase across some of our product range. While we understand the importance of affordability, we assure you that this decision was made after careful consideration and is essential to uphold the integrity of our offerings.

Key contributing factors include:

- **Green Coffee:** Fluctuations in global coffee markets, exacerbated by weather events and geopolitical factors, have led to substantial increases in the prices of green coffee beans.
- **Sugar:** Pricing was exacerbated by the four-month long Rogers sugar strike.
- **Packaging Materials:** Escalating costs of packaging materials, such as bags and labels, driven by supply chain disruptions and rising raw material prices, have necessitated adjustments in our pricing.
- **Transportation and Logistics:** Rising fuel costs and logistical challenges have impacted transportation expenses, influencing the overall cost of bringing our products to market.
- **Labor and Operating Expenses:** In line with industry standards and regulatory requirements, we continually invest in our workforce and operational infrastructure to maintain product quality and safety.

We want to reassure you that despite these challenges, we remain committed to delivering exceptional products and experiences. Our team is dedicated to exploring efficiencies and innovative solutions to minimize the impact on our customers wherever possible.

We sincerely appreciate your understanding and continued support.

Darren Nelson

*Darren Nelson*

Director of Sales, Western Canada

