



July 15, 2022

To our Valued Customers,

Please be advised that the price of selected Dare Foods Limited products will increase effective October 9, 2022. Any Purchase Order delivering on, or after, October 9, 2022 must reflect these new costs.

As you may be aware, the cost of key input materials, such as wheat, oils, corn, corrugate, and board, have continued to rise throughout 2022. At the same time, the availability of many of our critical materials have been limited due to the ongoing supply chain challenges facing our industry. Furthermore, the drastic rise in fuel costs has also led to a substantial increase in our inbound and outbound delivery costs. As a result, we have experienced a substantial increase in our costs that has necessitated a price increase.

Products affected by the price increase, effective October 9, 2022, include:

Category	Brand/Format
Cookies	All brands (except Simple Pleasures and Breaktime)
Crackers	Breton Bites, Artisanal, Gluten Free
	Dare Crisps, Bold 'n Baked
Fine Breads	All
Candy	All

Please note that we plan to offset a portion of the overall cost challenges through changes to our current pack size. These changes will enable us to continue to provide competitive promotional support and consumer value, while contemporizing our packaging and product offerings. These new pack sizes will be available in Q1, 2023. The impact of the package size change has been factored into the list price changes noted above. The impacted brands are:

Category	Item	Current Pack Weight	Future Pack Weight*
Crackers	Breton traditional	225g	200g
	Vinta traditional, Breton Morning Toast	250g	225g
	Grainsfirst	250g	207g
Cookies	Breaktime (all)	285g	250g
	Simple Pleasures Digestive, Spice Snaps	350g	310g
	Simple Pleasures Social Tea	300g	270g

*Final pack weight subject to change

Your Dare Foods representative will be able to provide more details on these upcoming product changes, and will review the details of the price increase. We value you as our customer partner, and are committed to partnering closely to continue to drive category growth and profitability.

Sincerely,

Paul Sinden
Vice President Sales, General Manager Candy