



To our Valued Customers:

This letter is to advise you that we will be taking a price increase on Whole Earth Brands products effective April 30, 2022. The price increase will be on our Equal, Whole Earth, and Pure Via brands. This increase is due to continued cost pressures we are experiencing across packaging components, ocean freight, distribution, and raw materials at origin.

Whole Earth Brands is committed to offering you the quality you expect and deserve. We do not take price increases lightly. Unfortunately, cost inflation continues and we cannot offset with other cost savings without impacting the quality of the products we deliver to you.

All orders calling for pick-up or delivery on or before April 30, 2022 will be honored with the current pricing. We will be limiting the buyout to 2 additional weeks of standard inventory.

Whole Earth Brands greatly appreciates your continued business and support through this time of growth and change. Our sales team will be reaching out to discuss this with you further.

**Much Appreciated,**

*Jeff Boser*

Jeff Boser, NA VP Sales

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