



November 1, 2021

Dear Valued Customer,

Effective on January 1, 2022, Lavazza Professional will be increasing the price of the Flavia drinks portfolio. Actual item increase percentages vary, with individual SKUs increasing between 2.8%-10%. The increase is an average of 7.2% across the portfolio.

These adjustments are necessary due to a number of industry driven cost increases that began in 2020 and have worsened this year. The cost of green coffee has increased 80% over the last 12 months due to climate-related crop issues in Brazil. Across the board, freight and supply chain disruptions from the pandemic, and worldwide labor issues are pushing all raw material prices upward. The costs of aluminum and plastic, two of the primary components of Freshpacks, have increased by more than 50% during the last year. Additionally, domestic energy and logistics costs are sharply on the rise.

Thank you for your continued support of Lavazza Professional.

Sincerely,

Jim Schneeloch
Vice President of Sales – OCS
Lavazza Professional