



THE J.M. SMUCKER Co

Away From Home

Date: April 4, 2022

To: Our Valued Customer

Subject: Away From Home Pricing Action

Over the last 18 months, our industry has been working together to supply Canadians with a safe and consistent food supply during an unprecedented period of consumer demand. During this same period, we've faced escalating costs across multiple inputs, including but not limited to commodities, transportation/freight, labour, metal, and crop. As a result, The J.M. Smucker Co. Canada (JMS) will be implementing a price increase on Beverages (Folgers R&G Coffee, Kayo and Pickwick), all Smucker, Good Morning, Double Fruit, Jif portion control and Grenache, all Platescapers, all Condiments, all Sweeteners and the AFH Carnation Evaporated Milk. For more details, please refer to the chart attached at the end of this letter.

The price of these products will increase effective on orders received on or after June 1, 2022. This pricing adjustment may be subject to change due to unforeseen market conditions prior to this effective date. Please ensure PO's submitted on or after June 1, 2022 reflect the new pricing in order to ensure there are no disruptions in order processing.

Our focus, as ever, is to drive profitable growth for both our customers and JMS. This pricing action will also allow us to continue investing in category-building initiatives and consumer support in this challenging environment to drive category consumption.

The J.M. Smucker Co. remains committed to bringing the highest quality products to our customers, while maintaining our competitive position within the marketplace.

We reserve the right to review all orders and will not accept those orders that appear to be speculative in nature. Speculative ordering creates artificial demand resulting in further pricing pressure and product supply reliability issues.

Your J.M. Smucker Co. Canada representative will provide you with all the further details and will answer any questions you may have.

Thank you for your continued support on our business.

Sincerely,
The J.M. Smucker Company

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