



October 15th, 2021

Dear Valued Customer:

The challenging business environment in which we operate continues to evolve and drive increased costs and investments, therefore PepsiCo Foods Canada will be implementing costing changes across our portfolio of products.

We take costing actions very seriously and consider only after diligently working towards avoiding or delaying their implementation. These changes will enable us to accelerate growth and meet consumer needs by enhancing our capabilities and capacity, while ensuring a safe working environment for our employees and supply chain partners. You have our commitment that we will continue to provide the Canadian consumer and our retail partners the highest quality products, unequalled service, world-class marketing, and consistent consumer value.

We have revised our dates that pricing will be implemented and now will be in effect starting Sunday January 30th, 2022 and are equivalent to the following increases based on our best bracket pricing:

LSS – All Case Pack Quantities	/Unit
Snack Size – All Case Pack Quantities	/Unit
Stacy's	/Unit
Quaker Chewy Bars	/Unit
Quaker IQO Cups	/Unit
Quaker Crispy Minis	/Unit
Munchies Nuts	/ Unit
Lay's Bulk	/ Unit
Munchies Bulk	/ Unit
Tostitos Bulk	/ Unit
LSS Variety Pack	/ Case

If you have any questions, please reach out to your respective Account Manager.

Sincerely,

Robert Foy
Vice President - Foodservice
PepsiCo Foods Canada