



June 27th, 2022

To Our Valued Customers:

The baking industry, like many others, continues to face significant and aggressive upward pressure on costs due to the availability of local labor, ingredient/ packaging components, and freight. These issues are showing no signs of easing as inflationary pressures have accelerated from the industry impact of the Russia/ Ukraine war. While we continue to strive to manage these costs without increasing prices to our customers, we can no longer absorb the rising costs of doing business.

For the Give & Go family of companies to continue to maintain our leadership as a quality supplier of innovative products, it will be necessary to increase our pricing on our Frozen items and our Create a Treat items .

Effective Dates for all Give & Go items:

- Price increase will go into effect with orders placed on or after August 29, 2022
 - *Please note, all 2022 seasonal item POs (Fall, Halloween, Christmas) must reflect the new pricing even if placed before August 29th, 2022*

Effective Dates for all Create a Treat items:

- Price increase will go into effect with orders placed on or after December 5th, 2022
 - *Please note, all 2023 seasonal item POs (Valentines, Easter) must reflect the new pricing even if placed before December 5th, 2022*

Your Give & Go sales representative and/or your local broker will be in touch shortly to discuss our new pricing and programs to ensure you fully understand the specific details of the increase.

Please be assured we will continue doing everything possible to offset these ongoing cost pressures by focusing on continuous improvement initiatives to remove waste and drive efficiencies throughout our entire organization (Process, product, and people).





GIVE & GO®

We look forward to continuing our support of your business and to providing you with bakery solutions that contribute to your growth and success. We sincerely appreciate your ongoing support and business.

Regards

Jeff Kirby
Vice President Business Development

