



**GIVE & GO®**

March 14th, 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 labour, commodity inputs and freight impacted by the ongoing disruption in the global supply chain. These issues are showing no signs of easing based on the current world events. While we continue to strive to try and absorb these costs without increasing prices to our customers, the full magnitude of these impacts is now completely unmanageable.

We as a company were hopeful that these supply chain issues were shorter term and we made the decision to limit some of recent price increases to reflect this. Unfortunately, this is clearly no longer a reasonable assumption and there could be even further inflationary pressures in the future driven by the turmoil caused by the Russia/Ukraine war.

In order for the Give & Go family of companies to continue to maintain our leadership as a quality supplier of innovative products, it will also be necessary to increase the pricing on our portfolio of products as detailed below.

- Our Give and Go Frozen products (Excluding Frosted Cookies).
- Our Create a Treat line of products.
- Our Prime Pastry items (Raw and Finished).
- Our Everyday Frosted Cookies.

The effective date for these increases will be for all shipments leaving our facilities on or after Monday May 30th, 2022.

**This increase is in ADDITION to our requests of January 3<sup>rd</sup> for both of our Frozen and Create a Treat products.**

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 details of the increase.





**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 Sales  
Give & Go Prepared Foods

