



Friday July 30<sup>th</sup>, 2021

**Subject: Price Increase effective Monday, January 31<sup>st</sup>, 2022**

TO OUR VALUED CUSTOMERS:

This letter is to inform you that Hershey Canada will be implementing a price increase on a variety of our Everyday products as of Monday, January 31<sup>st</sup>, 2022.

Hershey Canada will also be implementing a price increase on Seasonal specific items and will be effective for the following seasons going forward:

Season
Summer 2022
Holiday 2022
Valentines 2023
Easter 2023

Your Sales Representative will be contacting you to discuss the details of these changes.

Thank you for your continued support of Hershey Canada. We look forward to working with you and partnering in further category growth.

Sincerely,

Sam Chehabeddine  
Vice President and General Manager

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**Hershey Canada Inc.**