



October 20, 2022

Dear Joffrey's Customer,

At Joffrey's Coffee & Tea Company, our mission remains to provide you with the best quality coffee and tea products with an unsurpassed attention to detail from seed to cup. To this end, we have established longstanding relationships directly with our farmers and our suppliers of raw materials to provide you with the quality you have come to enjoy. As you may be aware, our industry's supply chain continues to experience rising costs in the coffee market. Historically, Joffrey's has been able to mitigate such fluctuations in cost without adjusting prices. Despite our best efforts to absorb these rising costs, Joffrey's will need to implement a price increase across our coffee portfolio.

Based on our valued partnership, this letter serves to provide you with a 30-day notice for this pricing action. Joffrey's Coffee & Tea Co. will implement a price adjustment beginning on November 21st, 2022.

Thank you for your understanding and support – we look forward to continuing to provide you with the excellent products and service you have come to expect from Joffrey's Coffee & Tea Co. We truly value our partnership and look forward to our continued mutual success.

Your Joffrey's sales leader will be in contact to submit any necessary paperwork or provide additional information, including itemized pricing upon your request. Post review, please do not hesitate to reach out with any questions.

Sincerely,

Melanie M. Sanders
Vice President – Sales