



TO: Kellogg Canada OOH Distributors
FROM: Kellogg Canada OOH Sales Strategy
DATE: September 30, 2022
SUBJECT: Zesta Price Increase

To Our Valued Customer,

The purpose of this communication is to announce a price adjustment on Zesta Saltines. Effective January 1, 2023.

VP CODE	Product Description
06KE113	KELL ZESTA SALTED CRACKERS 500X2 PK
06KE114	KELL ZESTA UNSALTED CRACKERS 500X2 PK

This price adjustment is necessary to maintain our long-term commitment to drive category growth while managing significant broad-based inflation associated with input costs related to the manufacturing and distribution of our products.

Your Kellogg Sales Representative will be in contact to provide additional details regarding this pricing adjustment. We appreciate your partnership and ongoing support.