



DATE: April 1, 2022
TO: Our Valued Customers
SUBJECT: June 2022 Price Increase - Coffee

Dear Valued Customer,

Over the last 7 months, the coffee industry faced challenging times due to unprecedented increase mainly brought on by unfavorable weather conditions impacting crop season, along with overseas and ground transportation, handling and other logistic fees affecting our costs.

Following these important changes, Keurig Canada Inc. will proceed with a price adjustment effective June 20, 2022. This update will apply nationally.

Orders to receive the current list price must be invoiced by June 17, 2022. This includes both pickup orders and shipped orders. All orders received and scheduled for shipping or pickup on or after June 20, 2022, will be invoiced at the new price. Please note that forward buying will not be supported.

The current coffee supply and cost volatility environment is forcing us to make this decision and may even lead to further increases. Be assured that we remain committed to bringing you successful, high-quality products that satisfy consumers' needs and delight them anytime and anywhere.

Your sales representative will meet with you in the coming days to provide all the necessary information regarding this price change. Feel free to contact them at any time if you have questions.

Best regards,

A handwritten signature in black ink, appearing to read 'Chris McMahon', written in a cursive style.

Chris McMahon
Vice-President, Away From Home