



Date : October 28th, 2021
To : All Customers
Subject : Cost Price Increase - Effective February 6th, 2022

We are writing to inform you that, as a result of a recent strategic pricing review, Kraft Heinz has taken the decision to implement a cost price increase across a number of our brands in order to offset continued rising input costs. These increases will cover products in both our Retail and Foodservice divisions.

The increase shall take effect on all orders placed on or after February 6th, 2022. As always, subject to any maximum retail price agreement between us, retail prices and the setting of prices within your stores are at your sole discretion.

We look forward to another mutually successful year ahead during which we will continue to invest in growing our brands, delighting our consumers, as well as driving availability across Canada.

Your Kraft Heinz Representative will share all the specific details with you. We value your business and thank you for your continued support.

Yours Sincerely,

A handwritten signature in black ink, appearing to read "Jim Kelly".

Jim Kelly
Vice President Retail Sales

A handwritten signature in black ink, appearing to read "K. Royal".

Kevin Royal
Head of Foodservice