



Date : October 31, 2022

To : All Customers

Subject : Cost Price Increase - Effective Feb 5, 2023

We are writing to inform you that, as a result of recent a strategic pricing review Kraft Heinz has taken the decision to implement a cost price increase across our brands in order to offset continued rising input costs.

The increase shall take effect on all orders placed on or after Feb 5th, 2023. 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,

Vincent Nadeau