

To : Our Valued Customers

We are writing to inform you that Kraft Heinz is announcing a cost price increase effective February 4, 2024 in order to offset continued rising input costs.

Inflation continues to dramatically impact the economy and shape consumption patterns across the Food and Beverages industry. Kraft Heinz has made every effort to keep the increase to a minimum and below Canadian inflation. The increase is spread across multiple categories at a lower percentage in order to minimize the impact for consumers.

The increase shall take effect on all orders placed on or after February 4, 2024. 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.

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