



**February 17, 2021**

**To: All Promotion In Motion Customers**

This announces a price increase on a specific Promotion In Motion pack type effective April 2, 2021. Details outlined below:

Item #	Description	Case UPC
03093	60g WELCH'S Fruit Snacks Berries 'n Cherries 48ct	10034856030932
03095	60g WELCH'S Fruit Snacks Superfruit Mix 48ct	10034856030956
03096	60g WELCH'S Fruit Snacks Mixed Fruit 48ct	10034856030963

**Rationale:**

This price increase is being implemented only after careful consideration. In fact, for over 10 years we have largely avoided any price increases on our major pack types. During these years we worked tirelessly to hold down costs by undertaking numerous business transformation initiatives. We also invested significantly in developing the fruit snacks category, in building our manufacturing and supply chain and our sales resources, and in key innovation. Most importantly we made significant upgrades to the category-leading formula of Welch's® Fruit Snacks - with the implementation of the "Fruit Is Our First Ingredient" formula. This change provided consumers with a highly differentiated premium offering that allows them to have confidence that their Welch's® Fruit Snacks are the perfect snacks for them, their families, and their friends. All these investments have directly contributed to significant category and brand growth. Unfortunately, we've seen dramatic increases in our costs of doing business and can no longer avoid these price increases. Therefore, in order to continue to increase our investments in both yours and our business we must balance our business model to offset rising costs.

All orders received after April 2, 2021 will be invoiced at the new prices. Your Promotion In Motion representative will provide you with further information and details on these changes. Thank you for your understanding and support on these matters.

Sincerely,

Gary Parker

Executive Vice President, Sales