



August 1, 2022

Dear Valued Customer,

Superior Cup sincerely values and appreciates our long standing relationship. We are dedicated to providing each customer with the highest level of service and the best quality cups and lids at competitive prices.

The pandemic has caused disruption in almost every industry including cup manufacturing. Since July 2020, our manufacturing costs have increased significantly, including the cost of raw materials, labor and freight have risen to unprecedented levels. Forecasting models show increases are expected to continue. Further complicating matters has been the shortage of raw materials, mainly paper. In summary, our paper supply has not only been destabilized, but has become drastically more expensive.

We were able to absorb most cost increases the past few years by aggressively managing our business through continuous improvement in our production and quality. At this time, we must announce pricing adjustments to enable us to continue the level of service you have come to expect from Superior Cup.

Effective immediately, all hot beverage cup and lid pricing will increase.

Please be assured that we will continue to do everything in our power to maintain our cost structure, quality and price competitiveness. We greatly appreciate the opportunity to serve you and thank you for your understanding. Please feel free to contact me should you have any additional questions.

Respectfully,

Demos Papadimas  
Sales/Production Manager