



THE J.M. SMUCKER Co

Away From Home

April 26th, 2024

To: Our Valued Customers

Subject: AFH Canada Beverages Pricing Change

We appreciate your continued partnership to deliver the needs of our shared customers. As you are aware, this has been a time of significant cost volatility. Therefore, we have executed cost recovery strategies while continuing to invest in our business to allow us to meet future demand across constrained categories.

Throughout this time, we have worked thoughtfully to avoid sustained cost increases on our portfolio of products. However, we have sustained elevated cost pressures in ingredients, commodities (green coffee), processing, and freight that have not allowed us to recover full cost impact in the current business environment. Consequently, we are reaching out to communicate a price increase on our Beverages portfolio, effective **July 1st, 2024**. Details are outlined in the chart attached.

Please know we will continue our work to identify cost-savings opportunities across all areas of our business to help offset the cost increases we experience.

Orders: All orders received by end of business on June 30, 2024, and shipped within standard lead-time will receive current prices. We reserve the right to review all orders and will not accept those orders that appear to be speculative in nature. Speculative ordering creates artificial demand resulting in further pricing pressure and product supply reliability issues.

Thank you for your support of the Smucker Away From Home brands. If you have any immediate questions, please feel free to reach out to your Smucker Away From Home Sales Representative.

Sincerely,
The J.M. Smucker Company

Tim Wayne

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Senior Vice President & General Manager
North America Away From Home, Canada
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Marlin Wendland

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