

April 12, 2022

To: Our Valued Customers

Our manufacturing partner Heartland FPG. are continuing to see unprecedented cost increases in key areas of their business, including ingredients, packaging material, energy, and logistics. As the importer/distributor of Splenda in Canada, Western Impact Distribution (WID) have had no choice but to accept this increase resulting in a need for us to pass the increase on to our customers.

In 2021, Heartland FPG initiated numerous cost savings activities that partially offset the material increases that have been realized across the portfolio. As a result, HFGP was able to limit the cost impact. However, the sustained, record-high cost increases they have experienced have forced them to take further action.

As a result, WID must give a increase across all Splenda product that will take effect on all orders received after July 1, 2022 or shipping on or after July 8<sup>th</sup>, 2022.

As part of this pricing action, WID will not support “buy outs” beyond 2 weeks based on average weekly baseline volume.

We thank you for your continued support and thank you for making the Splenda brand the #1 brand sweetener in the category.

Regards,

Jamie Martin  
Western Impact Distribution