



December 14, 2022

Twinings is implementing a price adjustment effective January 16, 2023.

We make every effort, year after year, to contain internal inflationary cost pressures and to mitigate any impact on your Tea Shoppers. However, as is common across the consumer-packaged goods landscape, we are experiencing the highest inflation in decades with higher wage, material and freight costs resulting in the need to recover a portion of these cost increases through a price adjustment to ensure we can continue our strong investment behind the Twinings brand to grow your tea category.

What is important to note,

- Twinings is the leading (and fastest growing) specialty tea brand and will continue to invest in the tea category helping to introduce new users to wellbeing beverages, growing category value
- Twinings sources tea from 16 countries, directly from carefully selected tea estates and not in public auctions to ensure we are sourcing the highest quality teas from the best tea plantations and growers
- Working more closely with the tea estates through our “Sourced with Care” program (please see www.sourcedwithcare.com) we have now improved the lives of over 543,000 people in the communities where we source our products with programs covering a range of areas such as health and safety and sustainable work practices
- The Twinings price increase pertains to our business of K-Cups

Promoting our brand to build your profitable volume and market share is essential. We will continue, to enhance our creativity and collaboration with your category team - to ensure a promotion depth and frequency that powerfully drives your sales.

On behalf of Twinings North America, we sincerely thank you for the opportunity to serve you and your customers and for your cherished and highly valued support of our brand. We look forward to a continued, successful, long-term business collaboration in building your tea category sales and profitability.

Sincerely,

A handwritten signature in black ink, appearing to read "Henry Evans", written in a cursive style.

Henry Evans
VP, Canada