

Sherbrooke, February 1st, 2022

To our distinguished clientele,

As you probably know, the coffee market is still under great pressure and prices continue to rise. Prices have been fluctuating significantly for the last few months and are hovering today around 2,35 USD per lb.

Despite this general base price inflation, we are unfortunately not seeing a reduction in differentials, that is, the premiums that are added to the base price (depending on the origin of the coffee, its quality, etc). The impact of the frost in Brazil is still raising fears of a potential global shortage of arabica-type coffee.

Given the current situation, we are obligated to raise the price of all our coffees by \$0.55 per pound. The increase will be effective on March 1st, 2022.

We are also including the new price list for our other products. It includes an augmentation for the cups, but a decrease for the soluble products (hot chocolate, etc).

Thank you for your understanding and continued support, we hope the situation will recover as quickly as possible.

Best Regards,



Rémi Tremblay
President

