



August 11, 2023

To Our Valued Customers:

As the world's largest maker of real fruit snacks and one of the largest makers of chocolate and non-chocolate confections, we are committed to driving category growth while delivering quality to the market.

To sustain appropriate levels of investment in our business and loved brands, it is necessary for us to implement price changes on select packs and products within our portfolio.

We are therefore announcing a price increase for our direct buying customers on the specific pack types listed below. To assist you with this transition, we are providing a ninety-day lead time, with new prices on the indicated item will be effective November 13, 2023.

Product Line	Item
Welch's Fruit Snacks	60g Bag

Please rest assured that we work tirelessly to contain costs by undertaking transformative initiatives, investing in robotics and automation, and globally sourcing inputs. We remain committed to significantly investing in all categories while never compromising on our unparalleled quality.

Welch's® Fruit Snacks, as always, are made from whole fruit, our primary ingredient, while similarly, our confections and chocolate products are also made with only the best ingredients available. We never take shortcuts, keeping consumers coming back for our products.

As always, we thank you for your partnership, appreciate your continued support of our company and brands and are grateful for your understanding.

Should you have any questions, please contact your PIM Brands or Broker Sales representative.

Sincerely,

PIM Brands, Inc.
Gary Parker, Executive Vice President, Sales

PIM brands Inc.
Larry Tomilin, Vice President, Canada Sales