



June 13, 2022

To Our Valued Customer:

Over the past several months, PIM Brands, Inc. has incurred supply chain related cost increases in ingredients, materials, and transportation, virtually unprecedented in its 44-year history and which requires immediate action.

We are therefore announcing a price increase for our direct buying customers on the pack types listed below, effective Aug 15, 2022.

Product Line	Item
Fruit Snacks	10ct box
Fruit Snacks	28ct box
Fruit 'n Yogurt™	8ct box
Fruit 'n Yogurt™	22ct box
Fruit Snacks	60g Bag
Fruit Snacks	175g peg
Fruit Snacks	215g SUB

While we are providing advance notification of all new prices, because of the current global supply chain challenges, we will not be able to honor any abnormal increases in purchases with requested delivery dates prior to Aug 15<sup>th</sup>, 2022. To ensure adequate supply to all our customers, PIM Brands reserves the right to adjust or cancel as needed any orders with abnormal increases in demand. All orders with requested delivery dates on or after Aug 15<sup>th</sup>, 2022, will be invoiced at the new prices.

Please know we have worked tirelessly to hold down costs by undertaking numerous business transformation initiatives and remain committed to significantly investing in the continued development of the fruit snacks category while refusing to compromise the unparalleled quality of our products. Our Welch's® Fruit Snacks, as always, are made primarily from fruit, Our 1<sup>st</sup> ingredient.

We believe these investments have directly contributed to significant category and brand growth for your organization as well as ours and keeps consumers coming back for our products.

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

Should you have any questions, please contact your PIM Brands or Broker Sales representatives, who will provide necessary details specific to your business.

Sincerely,

Gary Parker  
Executive Vice President, Sales