

July 24<sup>th</sup>, 2025

Dear valued customer

This is to inform you that due to rising cost pressures, particularly in beef and turkey inputs, we will need to adjust our pricing to reflect these changes. Labour, Spices, Kitchen materials, and overheads have also increased since we last raised our price in 2022.

We at DPFG highly value your business and our ongoing partnership and are doing everything we can to minimize these cost changes and have done everything we can to minimize the increase. We strive to provide Canadian consumers with top-quality products that have great value, and our commitment remains unwavering.

We trust this meets with your approval. Please do not hesitate to contact us if you have any further questions.

Sincerely,

Pete Boudewyn  
VP Sales  
Direct Plus Food Group