



THE J.M. SMUCKER CO

Away From Home

November 1st, 2025

Dear Valued Customer,

Thank you for your continued partnership as we work to meet the needs of our mutual customers, ensuring our products remain available to them in what continues to be a dynamic operating environment.

While we continue our ongoing work to identify enhancements and efficiencies to help offset increased input costs for our business, we have not been able to recover the full impact of the US tariffs on coffee commodities. This commodity ingredient is primarily sourced from global suppliers and must be imported via the US. In addition, we continue to face significant cost volatility in the coffee market with elevated green coffee costs. Due to these increased costs, we are announcing a pricing adjustment on our AFH R&G coffee products. Please see chart below for specific pricing by item.

In accordance with our guiding principles, we will adjust our pricing to our customers when we experience a sustained change in the cost of producing our products. It is our intent to adjust pricing as US tariffs and green coffee costs change in the future.

All orders received by end of day on January 31st, 2026 and shipped within standard lead-time will receive current prices. Orders received on or after February 1st, 2026 will receive new prices. We reserve the right to review all orders and will not accept those orders that appear to be speculative in nature. Speculative ordering creates artificial demand resulting in further pricing pressure and product supply reliability issues.

We value your partnership and appreciate your support of the Smucker Away From Home business. Please contact your Smucker Away From Home representative with any immediate questions.

Sincerely,

The J.M. Smucker Company

Tim Wayne

Tim Wayne
Sr. V.P. & G.M., North America Away From Home

Marlin Wendland

Marlin Wendland
V.P., Sales North America Away From Home