



September 1, 2024

Subject: Coffee Price Increase

Dear Valued Customer,

We are writing to inform you of an upcoming increase in the prices of our coffee products, effective **October 1, 2024**. This adjustment is primarily due to the rising market price of green coffee. Over the past year, we have experienced a significant increase in the cost of raw green coffee, and the market continues to trend upward.

Until now, we have managed to sustain our current prices, but as we are now replenishing our inventories of green coffee, we must contend with these heightened market prices.

Additionally, several other factors are contributing to the increased cost of our roasted coffee products, including:

- Increases in the cost of packaging materials
- Rising manufacturing costs
- Strengthening of the U.S. Dollar

As a result of these market forces, we find it necessary to raise prices on all our roasted and packaged coffee products. We recognize the challenges posed by rising costs in the food, beverage and hospitality industries. However, we are confident that our new pricing will remain competitive and will minimize the impact on your business.

Your sales representative and/or our customer service team is available to address any questions you may have regarding your new pricing.

Thank you for your on-going support, understanding and valued patronage.

Sincerely,

Costa Kyriazakos
President, Brazilian Canadian Coffee Co. Ltd.