



Monday, October 27, 2025

Subject: Price Increase effective Monday, February 2, 2026

TO OUR VALUED CUSTOMERS:

This letter is to inform you that Hershey Canada will be implementing a price increase on impacted products as of February 2, 2026.

The new prices will be effective on all impacted goods delivered to customer warehouse beginning February 2, 2026, onwards. Our customer and order management teams will collaborate closely with you to manage orders that fall outside the specified dates to ensure accurate pricing is reflected.

Hershey Canada will also be implementing a price increase on Seasonal specific items. The first seasonal program subject to potential price change will be Summer 2026, with the following seasons going forward:

Season
Summer 2026
Halloween 2026
Holiday 2026
Valentines 2027
Easter 2027

Your Sales Representative will be contacting you to discuss the details of these changes.

Thank you for your continued support of Hershey Canada. We look forward to working with you and partnering in further category growth.

Sincerely,

A handwritten signature in black ink, appearing to read "S. Martin". The signature is fluid and stylized, with a large, sweeping "S" and a distinct "M".

Sean Martin
Vice President, Sales

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