



September 16, 2022

To: Our Valued Customers

Subject: New Pricing Effective November 1, 2022

Dear Customer,

Due to significant increases in freight, labour and commodities, Aspire Bakeries will be implementing a price adjustment on our national branded foods.

It is always our objective to provide you with quality foods at a competitive cost. Our procurement, manufacturing and distribution teams work diligently to establish pricing stability for our customers and to make certain that adjustments in pricing are implemented only when necessary. Current market conditions have resulted in increases in many of the components of our business including key commodities, labour, freight and utilities costs, which make it necessary for us to adjust our prices at this time. Aspire Bakeries values your partnership and is

If you have any questions, please contact your Aspire Bakeries sales representative.

We appreciate your understanding and support and look forward to working alongside you for years to come. Thank you for your business.

Sincerely,

Gwen Fournier

Gwen Fournier
Country Director - Canada Foodservice
Aspire Bakeries

