



Subject: Notice of price increase effective October 1, 2024

We hope this letter finds you well. We greatly appreciate our partnership and your continued support for our School Approved Popcorn products.

Over the past year, our industry has experienced significant changes, including rising production costs, increased operation expenses and fluctuations in raw material prices. As a result, we find it necessary to adjust our pricing structure in order to maintain the level of quality and service you have come to expect from us.

Effective October 1, 2024, we will be increasing our price on our School Approved 23g popcorn. We have endeavored to keep the impact as minimal as possible while still ensuring the sustainability and growth of our business.

We value our relationship with you and aim to maintain a transparent and open line of communication. If you require further clarification, please do not hesitate to reach out to me. We appreciate your understanding and continued support as we navigate these industry challenges together.

Sincerely,  
Becky Smollett  
President