



April 3, 2025

Dear Customer,

As you are probably aware, the coffee market has risen to its all-time highest price since the time coffee prices have been recorded. The unprecedented rise has been attributed to lower crop yields in the two largest coffee producing nations in the world; Brazil and Vietnam. Given that we are constantly replenishing our inventories with higher priced green coffees, we reluctantly must pass on these increases to remain a viable supplier to your company. We will keep you posted on market activity as we continue to monitor what has become a highly volatile commodity.

If you have any questions or need more information, please do not hesitate to reach out to me at your convenience.

Best regards,

Brian Martell

VP Sales – Heritage Coffee