



Date: July 3, 2025

To: Valued Customers

Subject: Lavazza North America Pricing Increase

Dear Valued Customer,

We at Lavazza North America are grateful for your ongoing support and partnership.

As anticipated, the current macroeconomic conditions continue to evolve, and we remain faced with significant financial pressure. We diligently monitor the factors affecting our costs.

After thorough consideration, we have decided to implement the following list price increases for **all orders placed on or after Monday, September 1, 2025:**

- Flavia Freshpacks:
 - o All Freshpacks will increase
- Roast and Ground Products
- Single-Serve Capsules

We continue our commitment to finding efficiencies in our supply chain and reinvesting in our brands to support our business with you. Our dedication to delivering exceptional products and service remains steadfast, and this price adjustment will help us uphold that goal.

Our Sales team is ready to discuss the details of this change and provide any necessary support. We deeply value your business and thank you for your understanding.

Best Regards,

A handwritten signature in dark ink, appearing to read "Hossam Ashraf".

Hossam Ashraf
CEO Lavazza North America