



**November 1, 2025**

To our Valued Customers,

As you are likely aware, we are continuing to face unprecedented increases in the cost of Green Coffee, which at this time is more than 60% higher\* than the beginning of 2025, when we announced our first ever pricing action. This means we are seeing input costs significantly higher than at any time in more than 50 years.

Death Wish Coffee is proud of the fact that we have continued to push for savings and efficiencies which has enabled us to only have one pricing action in our history. At the same time, we have maintained our commitment to the finest quality products, enabling us to be the #1 Fair Trade & #1 Organic Coffee Brand in the US\*\*.

Unfortunately, the time has come when we can no longer fully absorb these escalating costs. **Accordingly, we will implement a increase across all of our dry coffee products with all purchase orders placed on or after February 1, 2026.**

Please note that this increase **does not apply** to any of our Ready to Drink (RTD) products.

Death Wish Coffee maintains the right to limit purchase order quantities prior to February 1 deemed to be excessive in comparison to historical sell through.

Your Death Wish Sales Representative will have further details and can answer any questions you may have. We very much appreciate your business as well as your understanding and cooperation through this process.

Sincerely,

**Joe Oliveri**

Chief Sales Officer

\*Source: Tradingeconomics.com 10/23/25

\*\*Source: SPINS Scan 52 week ending 10/5/25