



10th December 2018

Subject: 2019 Price Increases

Dear Valued Customer,

I am writing to confirm the following brand owner increases, which we have been notified of in the New Year. Unfortunately, we will need to pass these increases on to our customers, which will happen on the dates stated below.

Supplier	Date of Increase
Molson Coors	07.01.19
Ian Macleod	07.01.19
Kingfisher Drinks	07.01.19
Carlsberg UK	14.01.19
Barrs Soft Drinks	21.01.19
Coca Cola Enterprises	21.01.19
DUTY INCREASE -Wines, Wine Based Drinks & Ciders	01.02.19
Global Brands	01.02.19
Continental Wine & Foods	01.02.19
Diageo - Draught Guinness and Surger	01.02.19
Broadland Wineries	01.02.19
Crown Cellars	01.02.19
Heineken UK	04.02.19
William Grants	25.02.19

There is also a planned duty increase on February 1st which includes, all wines, wine based products and ciders. Your pricing will be increased from this date accordingly.

We have always worked hard at Primo Drinks to contain our costs to our customers through improvements in our buying, supply chain efficiency and investments in transport.

We have no influence when brand owners or the Government announce price increases and pass them on to the trade.

We do appreciate the loyalty and support you have given to our business over the years and we will continue to work hard to develop our mutual business in return.

Yours sincerely,

A handwritten signature in black ink, appearing to read "Gavin Wright".

Gavin Wright
Managing Director

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