



17th December 2019

Subject: 2020 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	06.01.2020
Westons Cider	06.01.2020
Carlsberg UK	13.01.2020
Coca Cola European Partners	16.01.2020
Budweiser Brweing Group	03.02.2020
William Grant & Sons	24.02.2020
Funkin	01.04.2020

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", written over a white background.

Gavin Wright
Managing Director

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