

Subject: 2026 Price Increases

Dear Valued Customer,

We have recently been informed of some further brand owner price increases that are coming up within the next couple of months, unfortunately these increases will need to be passed on to our customers. You will be aware recently that there have been lots of increases passed on to businesses like yours and ours from the government with National Insurance increases, living wage rises, etc and as such we at Primo Drinks will also be doing a 2% increase to cover such costs. These increases will take effect on the dates stated below:

Supplier	Date of Increase
Primo Drinks Increase	01/03/2026
Harbour Brewing	01/03/2026
Kingfisher Drinks	02/03/2026
Damm Brewery	01/04/2026
Fever Tree	01/04/2026
Hawkstone	01/04/2025
Diageo	01/04/2025
Pernod Ricard	01/04/2026
Halewood	01/04/2026
Coca Cola Enterprises	01/04/2026

We have no influence when brand owners or the Government announce price increases and pass them on to the trade sadly. We will always work hard to try and minimise the impact of such increases but unfortunately, we are unable to absorb them. We are aware that some of our competitors have implemented a 2% increase on the 1<sup>st</sup> February, we have delayed ours until 1<sup>st</sup> March to try and help you, our customer.

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,



Gavin Wright  
Managing Director

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