

22nd March 2021

Subject: 2021 Price Increases

Molson Coors 19/04 shepherd Neame 06/04

Dear Valued Customer,

After a year of uncertainty and closures due to Covid -19 the last thing we want to do is to inform you of any planned supplier increases, but we do have to pass these on as we receive them, as costs have increased to our suppliers and therefore to ourselves.

I am writing to confirm the following brand owner increases, which we have been notified of since January 1st. Unfortunately, we will need to pass these increases on to our customers, which will happen on the dates stated below.

Supplier	Date of Increase	Supplier	Date of Increase
Budweiser Brewing Group	01.02.2021	SHS Drinks	01.04.2021
Camden Brewery	01.02.2021	Continental Wines	01.04.2021
Jagermeister	08.03.2021	Matthew Clarke	01.04.2021
Cellar Trends	08.03.2021	Heineken UK	05.04.2021
Halewood International	19.03.2021	Brothers Drinks	06.04.2021
Hartridges	01.04.2021	Funkin	06.04.2021
Proximo Spirits	01.04.2021	James Clay	06.04.2021
Broadland Drinks Ltd	01.04.2021	Shepherd Neame	06.04.2021
Asahi UK	01.04.2021	Molson Coors	19.04.2021
Hi -Spirits	01.04.2021	Mulrines Juices	01.05.2021
Pernod Ricard	01.04.2021	Accolade Wines	01.05.2021

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,



Gavin Wright
Managing Director

Lancashire

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Yorkshire

07021732
Unit 3, Swinton Meadows
Industrial Estate, Meadow
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S64 8AB

ItemCode	ItemName	CustomerIncrease
100001	Amstel 4.1% 11g	£5.92
100006	Becks 4% 11g	£4.40
100009	Birra Moretti 4.6% 30ltr	£4.89
100010	Blackthorn Cider (Dry) 4.7% 11g	£4.16
100014	Budweiser 4.5% 11g	£4.23
100033	Fosters 4% 11g	£4.00
100034	Fosters 4% 22g	£8.00
100037	Grolsch 4% 11g	£1.18
100041	Heineken 5% 11g	£6.17
100045	John Smiths Smooth 3.6% 11g	£5.83
100046	John Smiths Smooth 3.6% 22g	£11.65
100050	Kozel 4% 50ltr	£1.43
100051	Kronenbourg 1664 5% 11g	£7.31
100052	Leffe 6.6% 20ltr	£2.29
100056	Magnet 4% 11g	£4.36
100059	Gaymers Olde English 4.5% 11g	£4.40
100060	Peroni 5.1% 30ltr	£1.31
100061	Peroni 5.1% 50ltr	£2.19
100063	Red Stripe 4.7% 11g	£5.96
100069	Stella 4% 11g	£4.00
100070	Stella 4.6% 10g	£4.60
100077	Strongbow 5% 11g	£6.57
100085	Theakstons Best Bitter 3.8% 11g	£4.54
100087	Theakstons Dark Mild 3.5% 11g	£3.98
100105	Woodpecker 4% 11g	£5.76
100121	Pilsner Urquell 4.4% 30ltr	£0.99
100142	John Smiths Bitter (Rough) 3.6% 11g	£5.33
100144	Asahi 5% 11g	£2.03
100173	Singha Beer 5% 30ltr	£1.45
100188	Symonds Founders Reserve Cider 4.5% 11g	£6.99
100202	Strongbow Dark Fruits 4% 11g	£4.81
100209	Stella Cidre 4.5% 30ltr	£2.81
100225	Orchard Pig Reveller Cider 4.5% 50ltr	£2.68
100237	Strongbow Cloudy Apple Cider 4.5% 30ltr	£3.94
100242	Lowenbrau 5.2% 11g	£4.94
100251	Birra Moretti 4.6% 50ltr	£8.16
100255	Magners Original Cider 4.5% 11g	£4.37
100262	Tiger 4.8% 30ltr	£4.77
100270	Strongbow Dark Fruits 4% 30ltr	£2.89
100273	John Smiths Smooth 3.6% 30ltr	£3.50
100279	Bud Light 3.5% 50ltr	£4.36
100282	Goose Island IPA 5.9% 30ltr	£4.02
100290	Maltsmiths Lager 4.6% 30ltr	£3.90
100294	Maltsmiths IPA 4.6% 30ltr	£3.90
100297	Strongbow Cloudy Apple Cider 4.5% 50ltr	£6.57
100311	Magners Dark Fruits 4% 11g	£4.32
100314	Goose Island Midway 4.1% 30ltr	£3.89
100326	Lagunitas IPA 5.5% 30ltr	£5.38
100328	Boddingtons Draughtflow 3.5% 50ltr	£3.97

100338	Heineken Brewlock 5% 20ltr	£2.76
100339	Birra Moretti Brewlock 4.6% 20ltr	£3.30
100349	Hoegaarden 4.8% 30ltr	£3.43
100356	Mallets Original Apple Cider 4.5% 50ltr	£1.94
100357	Mallets Dark Fruit Cider 4% 50ltr	£1.84
100365	Orchard Thieves Cider 4.5% 30ltr	£4.36
100366	Birra Moretti Blade 4.6% 8ltr	£1.32
100367	Heineken 00 Blade 8ltr	£1.24
100369	Old Mout Berries & Cherries Cider 4% 30ltr	£4.88
100384	Bass Smooth 3.6% 11g	£3.94
100386	Camden Pale Ale 4% 30ltr	£4.03
100387	Camden Hells 4.6% 30ltr	£3.93
100398	Tiger Blade 4.8% 8ltr	£1.53
100404	Spaten Munchen Hell 5.2% 50ltr	£3.99
100405	Corona 4.5% 50ltr	£5.54
200000	Bass Draught Ale Cask 4.4% 10g	£3.86
200035	John Smiths Bitter 3.8% 9g	£4.44
200185	Old Peculier 5.6% 9g (Theakston)	£4.41
200485	Theakstons Best Bitter 3.8% 9g (Theakstons)	£3.74
300010	Becks 4.8% NRB (24x275ml)	£1.14
300011	Becks Blue Non Alcoholic NRB (24x275ml)	£0.87
300018	Boddingtons Draught 4.8% CAN (24x440ml)	£1.43
300024	Brothers Strawberry & Lime Cider 4% NRB (12x500ml)	£0.41
300025	Brothers Toffee Apple Cider 4% NRB (12x500ml)	£0.41
300030	Budweiser 4.5% NRB (24x330ml)	£1.08
300048	Corona 4.5% NRB (24x330ml)	£1.18
300097	Leffe Blond 6.6% NRB (24x330ml)	£1.27
300105	Magners Original Pints 4.5% NRB (12x568ml)	£1.09
300111	Modelo Especial 4.5% NRB (24x355ml)	£1.22
300116	Peroni 5.1% NRB (24x330ml)	£0.33
300117	Peroni RED 4.7% NRB (24x330ml)	£0.30
300147	Singha Beer 5% NRB (24x330ml)	£4.35
300159	Stella 4.8% NRB (24x330ml)	£0.81
300203	WKD Blue 4% NRB (24x275ml)	£0.90
300204	WKD Iron Brew 4% NRB (24x275ml)	£0.90
300206	WKD Red Berry 4% NRB (24x275ml)	£0.90
300253	Brothers Rhubarb & Custard Cider 4% NRB (12x500ml)	£0.41
300282	Goose Island IPA 5.9% NRB (12x355ml)	£0.72
300332	Leffe Brun 6.5% NRB (24x330ml)	£1.26
300364	Brothers Wild Fruit Cider 4% NRB (12x500ml)	£0.41
300405	Brahma 4.8% NRB (24x330ml)	£1.10
300580	Peroni Gluten Free 5.1% NRB (24x330ml)	£0.36
300598	Budweiser Zero Alcohol Free CAN (24x330ml)	£0.99
300599	WKD Mango Crush 4% NRB (24x275ml)	£0.90
300608	Bud Light 3.5% NRB (12x300ml)	£1.10
300685	Peroni Libera 0.0% NRB (24x330ml)	£0.40
300689	Brothers Parma Violet Cider 4% NRB (12x500ml)	£0.41
300690	Brothers Strawberries & Cream Cider 4% NRB (12x500ml)	£0.41
300697	Camden Hells Lager 4.6% NRB (24x330ml)	£0.80
300698	Camden Pale Ale 4% NRB (24x330ml)	£0.80

300704	WKD Pink Gin 4% NRB (24x275ml)	£0.90
300707	WKD Orange & Passionfruit 4% NRB (24x275ml)	£0.90
300727	WKD Dark Fruits 4% NRB (24x275ml)	£0.90
400000	209 Gin 46% 70cl	£0.24
400005	La Fee NV Absinthe 40% 70cl	£0.25
400006	Absinthe Sebor 55% 50cl	£0.14
400007	La Fee Absinthe Parisian 68% 70cl	£0.49
400011	Absolut Blue Vodka 40% 70cl	£0.12
400017	Absolut Raspberri 40% 70cl	£0.12
400018	Absolut Vanilla 40% 70cl	£0.12
400035	Antica Sambuca Apple 38% 70cl	£0.18
400036	Antica Sambuca Banana 38% 70cl	£0.18
400037	Antica Sambuca Black 38% 70cl	£0.18
400038	Antica Sambuca Cherry 38% 70cl	£0.18
400039	Antica Sambuca Chilli 38% 70cl	£0.18
400041	Antica Sambuca Tropical 38% 70cl	£0.18
400042	Antica Sambuca Raspberry 38% 70cl	£0.18
400043	Antica Sambuca White 38% 70cl	£0.14
400044	Antica Sambuca Amaretto 38% 70cl	£0.18
400062	Beefeater Gin 40% 70cl	£0.12
400097	Buffalo Trace Bourbon 40% 70cl	£0.30
400112	Bushmills Original 40% 70cl	£0.16
400131	Chivas Regal 12yo 40% 70cl	£0.32
400172	Dubonnet 15% 70cl	£0.09
400192	Fireball Cinnamon Whisky 33% 70cl	£0.19
400197	Funkin Raspberry Puree (5x1kg)	£0.95
400199	Funkin Strawberry Puree (5x1kg)	£0.95
400208	Glenlivet Founders Reserve 12 yr old 40% 70cl	£0.24
400226	Havana Club 7yr 40% 70cl	£0.11
400228	Havana Club Especial 40% 70cl	£0.11
400229	Havana 3 yr Anejo 40% 70cl	£0.11
400247	House Brandy Jules Clairon 36% 1.5ltr	£0.38
400249	House Brandy Jules Clairon 36% 70cl	£0.16
400262	House Ron Calados White Rum 37.5% 1.5ltr	£0.33
400263	House Ron Calados White Rum 37.5% 70cl	£0.16
400286	Jagermeister Herbal Liqueur 35% 70cl	£0.38
400287	Jameson Irish Whiskey 40% 1.5ltr	£0.38
400288	Jameson Irish Whiskey 40% 70cl	£0.16
400296	Kahlua 20% 70cl	£0.00
400313	Lambs Navy Rum 40% 1.5ltr	£0.34
400314	Lambs Navy Rum 40% 70cl	£0.18
400315	Lambs Spiced Rum 37.5% 70cl	£0.15
400321	Licor 43 31.0% 70cl	£0.24
400344	Marie Brizard Creme Fraise (Strawberry) 70cl	£0.27
400345	Marie Brizard Creme Framboise (Raspberry) 20% 70cl	£0.48
400347	Marie Brizard Triple Sec 70cl	£0.48
400353	Malibu 21% 1.5ltr	£0.46
400354	Malibu 21% 70cl	£0.20
400357	Martell Brandy 40% 1.5ltr	£0.88
400358	Martell Brandy 40% 70cl	£0.39

400368	Mississippi Steamer 22% 70cl	£0.00
400391	Myers Dark Rum 40% 70cl	£0.22
400399	Pernod 40% 70cl	£0.14
400403	Plymouth Gin 41% 70cl	£0.12
400419	Red Square Vodka 37.5% 1.5ltr	£0.26
400420	Red Square Vodka 38% 70cl	£0.12
400484	Southern Comfort 35% 1.5ltr	£0.52
400485	Southern Comfort 35% 70cl	£0.24
400494	Stolichnaya Salted Caramel Vodka 70cl	£0.28
400496	Stolichnaya Premium Vodka 70cl	£0.32
400498	Stolichnaya Vodka Vanilla 37.5% 70cl	£0.28
400525	Jose Cuervo Gold Tequila 38% 70cl	£0.24
400527	Tequila Rose 70cl	£0.34
400529	Jose Cuervo Silver Tequila 38% 70cl	£0.24
400549	Volare Cherry Brandy 70cl	£0.18
400560	Volare Limoncello 70cl	£0.18
400561	Volare Lychee 70cl	£0.18
400568	Volare Triple Sec 70cl	£0.18
400583	Wyborowa Vodka 40% 70cl	£0.00
400587	Yates Australian White Wine 22% 1.5ltr	£0.16
400633	House Ron Calados Dark Rum 70cl	£0.15
400692	Monkey 47 Gin 47% 50cl	£0.14
400696	Whitley Neill Gin 43% 70cl	£0.33
400701	Kraken Black Spiced Rum 70cl	£0.20
400720	Plymouth Sloe Gin 28% 70cl	£0.09
400752	Funkin Passionfruit Puree (5x1kg)	£1.80
400754	Absolute Mango Vodka 70cl	£0.12
400830	Absolut Pear 40.0% 70cl	£0.12
400831	Absolut Cherry 40.0% 70cl	£0.12
400886	Red Square Toffee Vodka 70cl	£0.12
400902	Montezuma Tequila Silver 38% 70cl	£0.17
400904	Red Leg Spiced Rum 37.5% 70cl	£0.14
400905	Lazzaroni Amaretto 24% 70cl	£0.18
400920	Pogues Irish Whiskey 40% 70cl	£0.38
400934	JJ Whitley Potato Vodka 37.5% 70cl	£0.18
400935	JJ Whitley Rhubarb Vodka 38.6% 70cl	£0.18
400937	JJ Whitley Elderflower Gin 38.6% 70cl	£0.18
400944	Tuaca 35% 70cl	£0.28
400945	Marie Brizard Blue Curacao Liqueur 25% 70cl	£0.48
400970	Funkin Mango Puree (5x1kg)	£1.45
400986	Brockmans Gin 40% 70cl	£0.26
400987	Absolut Lime 40% 70cl	£0.12
400995	Brooklyn Gin 40% 70cl	£0.35
401000	King of Soho London Gin 42% 70cl	£0.12
401004	Funkin Coconut Puree (5x1ltr)	£0.95
401006	Whitley Neill Rhubarb & Ginger Gin 43% 70cl	£0.33
401008	Whitley Neill Persian Quince Gin 43% 70cl	£0.33
401026	Whitley Neill Blood Orange Vodka 43% 70cl	£0.26
401035	Whitley Neill Raspberry Gin 43% 70cl	£0.33
401036	Whitley Neill Blood Orange Gin 43% 70cl	£0.33

401038	Southern Comfort Black American Whiskey 40% 70cl	£0.25
401065	JJ Whitley Violet Gin 38.6% 70cl	£0.18
401075	Dead Mans Fingers Coconut Rum 37.5% 70cl	£0.24
401076	Dead Mans Fingers Coffee Rum 37.5% 70cl	£0.24
401077	Dead Mans Fingers Spiced Rum 37.5% 70cl	£0.24
401079	Aber Falls Rhubarb & Ginger Gin 41.3% 70cl	£0.22
401080	Aber Falls Orange Marmalade Gin 41.3% 70cl	£0.22
401087	Whitley Neill Parma Violet Gin 43% 70cl	£0.33
401090	King of Soho Pink Berry 37.5% 70cl	£0.12
401103	Boodles Mulberry Gin 30% 70cl	£0.18
401104	Boodles London Dry Gin 40% 70cl	£0.18
401124	Beefeater Pink Gin 37.5% 70cl	£0.12
401130	Jameson Caskmates Stout Edition Irish Whiskey 40% 70cl	£0.00
401137	Beefeater Blood Orange Gin 37.5% 70cl	£0.12
401141	JJ Whitley Cherry Gin 38.6% 70cl	£0.18
401142	Whitley Neill Lemongrass & Ginger Gin 43% 70cl	£0.33
401150	Absolut Strawberry 40% 70cl	£0.12
401169	Whitley Neill Pink Grapefruit Gin 43% 70cl	£0.33
401170	Whitley Neill Blackberry Gin 43% 70cl	£0.33
401208	Red Leg Spiced Caramelised Pineapple Rum 37.5% 70cl	£0.28
401224	Dead Mans Fingers Hemp Rum 37.5% 70cl	£0.24
401227	Whitley Neill Aloe & Cucumber Gin 43% 70cl	£0.33
401260	Jagermeister Cold Brew 33% 50cl	£0.32
401282	JJ Whitley Plum & Ginger Gin 38.6% 70cl	£0.18
401288	Funkin Blackberry Puree (5x1kg)	£0.95
500425	Voss Still Water (12 x 800ml)	£0.52
500426	Voss Sparkling Water (12 x 800ml)	£0.52
500427	Voss Sparkling Water (24 x 375ml)	£0.52
500428	Voss Still Water (24 x 375ml)	£0.52
500474	Funkin Pure Lime (5x1kg)	£1.81
500604	Hartridges Orange Cordial (6x1ltr)	£0.18
500605	Hartridges Lime Cordial (6x1ltr)	£0.18
500606	Hartridges Apple & Mango NRB (24x275ml)	£0.24
500607	Hartridges Apple & Raspberry NRB (24x275ml)	£0.24
500608	Hartridges Orange & Passion Fruit NRB (24x275ml)	£0.24
500609	Hartridges Ginger Ale NRB (24x200ml)	£0.16
500610	Hartridges Pink Grapefruit Tonic NRB (24x200ml)	£0.16
500611	Hartridges Elderflower Tonic Water NRB (24x200ml)	£0.16
500612	Hartridges Light Tonic Water NRB (24x200ml)	£0.16
500613	Hartridges Indian Tonic Water NRB (24x200ml)	£0.16
500614	Hartridges Blackcurrant Cordial (6x1ltr)	£0.18
600141	Fernet Branca 75cl	£0.42
600653	Perrier Jouet NV Brut Champagne 75cl	£0.60
600664	Ca Del Lago Pinot Grigio 11.5% 75cl	£0.11
600809	Bottega Gold Prosecco Doc Spumante Brut 11% 75cl	£0.40
600810	Bottega Rose Pinot Nero Spumante Brut 11.5% 75cl	£0.40
600836	Maple Falls Mulled Wine 8% 75cl	£0.11
600878	Bottega Gold Prosecco 11% (24x200ml)	£0.89
600977	Compass Point Chardonnay 13% (6x75cl)	£0.50
600978	Compass Point Pinot Grigio 12.5% (6x75cl)	£0.50

600979	Compass Point Sauvignon Blanc 12.5% (6x75cl)	£0.50
600980	Compass Point Shiraz 13.5% (6x75cl)	£0.50
600981	Compass Point White Zinfandel 11.5% (6x75cl)	£0.50
600982	Filipetti Prosecco 11% 75cl	£0.06
600983	Kissing Tree Chardonnay 13% (AUS)(12x187ml)	£0.24
600984	Kissing Tree Shiraz 13% (AUS)(12x187ml)	£0.24
600985	Kissing Tree Zinfandel Rose 10.5% (USA)(12x187ml)	£0.24
600987	Kissing Tree Sauvignon 12.5% (Chile)(12x187ml)	£0.24
600988	Kissing Tree Pinot Grigio 12.5% (Italy)(12x187ml)	£0.24
601001	R&R Prosecco 11% (24x200ml)	£0.18
601002	R&R Pinot Grigio 12% (6x75cl)	£0.50
601003	R&R Sauvignon Blanc 12% (6x75cl)	£0.50
601005	R&R Shiraz 13.5% (6x75cl)	£0.50
601006	R&R Malbec 12.5% (6x75cl)	£0.50
601007	R&R Merlot 12.5% (6x75cl)	£0.50
601008	R&R Pinot Grigio Blush 11.5% (6x75cl)	£0.50
601009	R&R White Zinfandel 11% (6x75cl)	£0.50
601010	R&R Prosecco 11% 75cl	£0.09
601011	R&R Malbec 12.5% (12x187ml)	£0.30
601012	R&R Shiraz 13.5% (12x187ml)	£0.30
601013	R&R White Zinfandel 11% (12x187ml)	£0.30
601015	R&R Pinot Grigio 12% (12x187ml)	£0.30
601028	R&R Sauvignon Blanc 12.5% (12x187ml)	£0.30
601029	R&R Merlot 12.5% (12x187ml)	£0.30
601048	Minivino Merlot 12% PET (12x187ml)	£0.20
601049	Minivino Rose 12% PET (12x187ml)	£0.20
601050	Minivino Chardonnay 12% PET (12x187ml)	£0.20
601051	R&R Chardonnay 13% (6x75cl)	£0.30
601093	Montaudon Brut Champagne 12.5% 75cl	£0.75
601094	Montaudon Grande Rose Champagne 12.5% 75cl	£0.90