



4th January 2023

Dear Customer,

Over the last 12 months, it is impossible to ignore the increasing costs on businesses across our industry, energy, fuel, and wages have increased significantly. At Primo Drinks we have not been immune to these increases and their impact on our own business.

We have also both endured in 2022, multiple supplier and brand owner failures in terms of communication, delivery issues and availability of stock. Costs though have risen consistently throughout the year and at this point in time it has become unsustainable to continue to absorb these costs.

They include;

- Cost of Fuel, Gas and Electric increasing throughout the year
- Increases in the National Minimum Wage in 2022 plus a further increase to come in April 2023.
- Increases in costs affecting vehicles and warehousing.

Therefore, due to the above, we can no longer sustain this increasing pressure on our cost base, by continuing to absorb all the above challenges.

We had no wish to take any action prior to the festive period, so we will continue to absorb these costs until Monday 30th January 2023 at which time we will be implementing a 3% increase across our pricing to you.

This change to your pricing will be carried out on the 30th January 2023, but please note that any future increases from suppliers and brand owners will be passed on in full and these will be communicated, as and when they happen, on our website www.primodrinks.co.uk.

We thank you for your ongoing support and also in anticipation, your understanding during these challenging times. We look forward to continuing to service your needs in 2023 and would like to thank you for your continued business.

Your sincerely

A handwritten signature in black ink, appearing to read "Gavin Wright", written over a white background.

Gavin Wright
Managing Director

Blackpool

230 Bristol Avenue,
Bispham,
Blackpool,
FY2 0JF

Greater Manchester

Corrie Way, Bredbury Park
Industrial Estate,
Bredbury, Stockport,
SK6 2ST

Peterlee

Unit 2, Kilburn Drive,
Seaview Industrial Estate,
Peterlee, County Durham,
SR8 4TQ

Stoke

Corrie Way, Bredbury
Park Industrial Estate,
Bredbury, Stockport,
SK6 2ST

Wirral

Corrie Way, Bredbury
Park Industrial Estate,
Bredbury, Stockport,
SK6 2ST

Yorkshire

Unit 3, Swinton Meadows
Industrial Estate, Meadow
Way, Swinton, Mexborough,
S64 8AB