

28th May 2021

Subject: 2021 Price Increases

Dear Valued Customer,

Following on from our prior letter in March 2021 re supplier increases, we write again, following some further notifications from the following brand owners. Unfortunately, we will need to pass these increases on to our customers, which will happen on the dates stated below.

Supplier	Date of Increase
Regalzone	27.05.2021
Marston's Brands	27.05.2021
Crown Cellars	01.06.2021
Britvic	01.06.2021
Carlsberg Marston's Brewing Company	01.06.2021
Thatchers Cider	07.06.2021
Diageo GB	01.07.2021
Timothy Taylor	01.07.2021
Coca Cola Enterprises	01.07.2021

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

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