



7th March 2024

Dear Customer,

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

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

We had no wish to take any action during the first quarter of 2024, so we will continue to absorb these costs until Monday 1st April 2024 at which time we will be implementing a 2% increase across our pricing to you.

This change to your pricing will be carried out on the 1st April 2024, 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 2024 and would like to thank you for your continued business.

Your sincerely

Yours sincerely,

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

Gavin Wright
Managing Director

Site Addresses:

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