

December 2021

Dear Customer

Over the last 18 months, you our customer, have had to endure multiple challenges to your own business. Throughout this time, we have always striven to support you with the same level of service and professionalism. We though, have also not been immune to these challenges and their impact on our own business.

Along with Covid, which we all know the impact of and have felt in one way or another, we have also both endured in 2021, multiple supplier and brand owner failures in terms of communication, delivery issues and availability of stock. Throughout all of this, we as a business have absorbed constant increases on a variety of costs, that we have so far resisted in passing onto our customers.

They include;

- Cost of Fuel, Gas and Electric increasing throughout the year
- Staff shortages, particularly in terms of Drivers, along with increased costs in salaries to ensure we have staff retention.
- Increases in the National Minimum Wage and additionally increases in National Insurance contributions in 2022.
- Increases in insurance premiums affecting vehicles and building costs

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 did not wish to take any action prior to the festive period, so we will continue to absorb these costs until Sunday 2nd January at which time we will be implementing a 3% increase across our pricing to you.

This change to your pricing will be implemented on the 2nd January 2022, 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 2022 and welcome the opportunity to do so.

Your sincerely



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