



November 16, 2021

Subject: Price Increase

Dear Valued Customers

In the wave of unprecedented cost increases across all aspects of our business, Louisiana Fish Fry will be unfortunately forced into assessing a 12% increase on many of our products. This increase covers only a portion of the total 19% to 21% increase we have been faced with over the past several months including but not limited to ingredients, packaging, freight and labor. Our goal is to always offer our customers and ultimately our consumers with the highest quality products at the best value.

The challenges facing our industry have been well publicized throughout 2021. The inputs into Louisiana Fish Fry products have been significantly impacted. Many of our key inputs – specifically corn flour and spices have risen dramatically. Freight has increased +25% over the last 9 months with cost continuing to rise. Finally, labor costs and availability have added additional headwinds to our cost structure.

As we move forward, Louisiana Fish Fry will work diligently to manage continued cost headwinds while still delivering the safe, high quality authentic products that our customers expect from our brand.

Attached please find a copy of our updated price list. These prices will be in effect on all orders with delivery dates on or after January 1, 2022 based on our normal lead times. Purchase Orders received with incorrect pricing for delivery after this date will be returned for correction.

We appreciate your business and support, and look forward to our continued partnership driving future success.

Thanks,

*Michael Morse*

Michael Morse

President & CEO