



**B&G Foods, Inc.**

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**April 5, 2021**

**TO: Our Valued Customers**

**SUBJECT: Price Increase on Certain B&G Foods Products**

The pandemic continues to significantly impact many aspects of the industry and B&G Foods. While we have worked diligently to navigate these unprecedented times and control costs, we are experiencing significant headwinds causing increased costs for ingredients, packaging, corrugate and other parts of our operations.

Therefore, effective June 7, 2021, we are enacting a price increase on certain B&G Foods Inc. dry brands. Your B&G Foods Sales Representative will provide details on specific impacted items and answer any questions you may have.

B&G Foods pricing is based on the delivery date requested on a purchase order. Therefore, all purchase orders received with requested delivery dates of June 7, 2021 or later will have the new prices applied regardless of when orders are placed.

As with any pricing action, we will monitor order quantities during the period from April 5-June 7, 2021 using 2019 historical shipment history adjusted for new distribution and growth. Quantities ordered in excess of two 2 weeks of historical demand will be cancelled.

We appreciate your continued partnership and business.

Sincerely,

Jordan Greenberg  
EVP, Chief Commercial Officer  
B&G Foods, Inc.