

Subject: January 1, 2026 Pricing and Supply Update

Dear Valued Customer,

As shared in June, CFS Brands remains committed to ensuring a dependable supply of the widest and deepest assortment of products across the foodservice, hygiene, and healthcare market channels. Throughout this year, we have taken a disciplined approach to pricing — implementing just one adjustment while managing significant shifts in global trade conditions.

Since mid-year, tariff policies have continued to evolve, most notably under Section 232 metal regulations. Base tariffs increased from 25% to 50% in June, with additional product categories added in August at similar levels. Several country-specific tariffs have also risen materially since that time. These changes have created enduring cost pressures across products, raw materials, and logistics.

In light of sustained tariff and input cost increases, pricing across select product categories will adjust beginning **January 1, 2026**. While impacts vary by item, we expect most product families to fall within a 0–5% range, close to that which might be expected in a normal inflationary but non-tariffed year. Updated pricing files for CFS, Winco and GET will be provided by your sales representative. All acknowledged purchase orders placed prior to January 1 will be honored at current pricing.

Despite these challenges, our priority has remained clear: protect our customers and maintain reliable product availability. We absorbed substantial cost increases throughout the past six months, ensured uninterrupted service, and continued to invest in supply chain strength. These efforts — supported by our internal team of 30+ supply chain and manufacturing experts — helped keep inventory flowing and pricing stable during a period of volatility.

We enter 2026 with an even stronger foundation. Majority of our portfolio is manufactured in the United States, Mexico under USMCA, or is supported by multiple redundant qualified global sources. Our long-standing factory partnerships and continued investment in materials, logistics, and production capacity position us to navigate ongoing trade and cost dynamics with confidence and resilience.

We sincerely appreciate your partnership, collaboration, and trust. CFS Brands remains committed to delivering reliability, minimizing disruption, and supporting your success in the year ahead.

Sincerely,

Trent Freiberg
Chief Executive Officer
CFS Brands

