



Price Increase Notification

Effective May 4, 2020

To Our Valued Customers:

Diamond Crystal Brands, Inc. will be implementing a price increase on select items effective **May 4, 2020** or as contracts allow. This increase is a direct result of rising raw ingredients and packaging material costs, along with increases in both inbound and outbound transportation and manufacturing costs. Please be assured that we continue to work diligently to manage our costs, and our productivity and ongoing investments in new equipment and technologies have allowed us to keep these rate adjustments as minimal as possible. Our ongoing goal is to continue to provide you, our valued customers, with excellent service and competitive pricing.

Attached please find a copy of our published list price agreement dated **May 4, 2020**. This document cancels and supersedes all previous Diamond Crystal Brands, Inc. list price agreements.

All orders received until **3PM EST Friday, May 1, 2020** will ship and deliver within normal lead times will be invoiced at the pre-price increase prices. Orders received after this time and date will be invoiced at the new prices. To ensure we effectively fill your orders, final orders at current pricing cannot exceed 5% of your normal order quantities.

For any inquiries regarding your pricing or our services, please do not hesitate to call your local Diamond Crystal Brands sales representative, your respective broker, or our customer service department at 1-800-654-5115.

Thank you for your business and continued support.

Diamond Crystal Brands