

PRICE CHANGE ANNOUNCEMENT

BRAND: KraftHeinz Foodservice

DATE: 07/17/2023

TO: See Foodservice Distribution

FROM: Master Data Client Content

SUBJECT: Notification of KHCFS Price Change

Announcement Date: 07/17/2023

Effective Date: **08/01/2023**

Products: Processed Cheese and Cream Cheese

Rate of Change: (Various) / case

Rationale: Commodity and inflation related

Price Change Policy Selection: OPEN BUY

Category Management Contact Person: Kirk Petrowitz +1 (847) 646-3027

Pricing Policy and Execution Details

KHC has chosen to give customers an open buy period. Customers may purchase at current pricing as long as orders are placed prior to the **effective date (08/01/2023)**, and product ordered during this time must have a **Requested Delivery Date (RDD)** prior to or at **(08/31/2023)**. No product or quantity exceptions are available with this option.

Pricing Rules

All pricing rules are applied based on the customer's purchase order date (PO Date).

Product ordered with a purchase order date (PO date), on or after the announcement date (07/17/2023) but prior to the effective date (08/01/2023) will be priced at the old price. During this time period, KHC will only accept orders with up to a 30-day lead time and that do not exceed traditional purchase patterns.

Product ordered with a purchase order date (PO date) on or after the effective date (08/01/2023) will be priced at the new price.

Customer Service Coordinators and Specialists should contact their Client Service Representative with any questions pertaining to the management of this price change.