

Deanna Viele

Subject: FW: General Mills Pricing Announcement . Effective 12.15.2019
Attachments: VIELE & SONS INC.xlsx

From: General Mills Pricing [mailto:General.MillsPricing@genmills.com]
Sent: Friday, November 15, 2019 9:39 AM
Subject: General Mills Pricing Announcement – Effective 12.15.2019

Dear VIELE & SONS INC,

Effective December 15th, 2019, General Mills Convenience & Foodservice will be making a price adjustment to several product categories. This pricing action will ensure our ability to grow, cover key inflation inputs, and further align prices across certain differing sales channels at General Mills. This adjustment is effective on all orders placed on or after **12:01 AM (Central Standard Time), December 15th, 2019.**

Your affected items are:

Cereal (single serve & bulk) 3.8% Increase
Progresso Breadcrumbs 4.3% Increase

General Mills recognizes the value of your partnership and is committed to efficiently delivering high quality products, service excellence, and support to grow our mutual business. If you have questions regarding this action, please contact your sales representative copied here.

Sincerely,

General Mills Convenience & Foodservice

