

Valued Customer,

Effective February 15th, 2021, General Mills Convenience & Foodservice will be making a price adjustment. Products impacted include: Progresso Bread Crumbs, Annie's Mac & Cheese and one General Mills Treat Bar Value Pack SKU. This adjustment is effective on all distributor orders placed on or after **12:01 AM February 15th, 2021 Central Standard Time**.

To best service all of our customers, we will monitor the order quantities of the items impacted by this price adjustment. Between **January 15th, 2021 – February 14th, 2021**, each customer may purchase the affected products at the current pre-advance price, up to a maximum incremental volume by item of **2/52nd** of the customer's most recent 52-week volume of the affected product.

Example: 52-week purchases = 5,200 cases / 52 weeks = 100 cases per week x 4 weeks = 400 cases

- *Normal weekly volume for 4 weeks = 400 cases*
- *Allowed incremental volume for 2 weeks = 200 cases*
- *Maximum order volume allowed during 30-day window between announced and effective date = 600 cases total*

Why?

We are making this adjustment to align with the pricing actions taken by our North American Retail reporting segment in the Fall and Winter of 2020. A subset of these SKUs has been impacted by the nationwide stale bread ingredient shortage, which is impacting capacity and driving increased cost of ingredients. We are taking actions that will enable us to maintain more consistent supply.

General Mills recognizes the value of our partnership and is committed to delivering high quality products, product category health, and support the growth of our mutual business. If you have questions regarding this action, please contact your local General Mills Convenience & Foodservice Sales Representative.]

Sincerely,

General Mills Convenience & Foodservice