



DATE: May 8, 2023
TO: Kraft Heinz Away From Home Customers
FROM: Julien Rouanet, Vice President, Away From Home Sales
SUBJECT: Kraft Heinz Away From Home New Price List on May 15, 2023

Dear partners,

Our industry continues to face unprecedented volatility and disruptions, leading to sustained cost pressure and uncertainty across every aspect of the supply chain.

Kraft Heinz is working diligently to simplify its business processes and mitigate these cost increases. Due to current market conditions, Kraft Heinz will be adjusting its price list. This new price list will aim at creating additional value for all our partners and entities of the supply chain.

Kraft Heinz's new price list will affect the following categories:

Price Change Effective May 15, 2023
Ketchup

The table attached, Appendix A, details the list of SKUs that are impacted by this change.

New pricing will be effective May 15, 2023.

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 effective date (May 15, 2023) will be priced at the new price. As of March 1, 2022, Kraft Heinz no longer accepts orders from distributor customers that cannot be reconciled with the agreed upon pricing. While Kraft Heinz will make efforts to contact the distributor to see if changes can be made in short order so that there are no delays, the order will not be accepted, and shipping will not be scheduled until Kraft Heinz receives a corrected order.

Contact your Sales Representative with any questions pertaining to the implementation of this price list.

Best Regards,

Julien Rouanet
Vice President, Away From Home Sales

** Please see price list for complete list of price changes*

Appendix A.

Category	GTIN	SKU	SKU Desc
KETCHUP	10013000050200	130000502000	HEINZ KETCHUP INVERTED BOT 30 20OZ