



Date: **January 13, 2020**  
To: **Kraft Heinz Foodservice Customers**  
Subject: **Kraft Heinz Foodservice List Price Changes on March 13, 2020**

In the past twelve months, like its peer set, Kraft Heinz has continued to see inflation across packaging, labor and transportation. While pricing across the Foodservice industry has continued to rise, Kraft Heinz has been working diligently to simplify our business processes and eliminate unnecessary costs to help absorb potential cost increases. Our efforts are ongoing and we continually monitor our costs closely. We are committed to delivering value to you by providing an unmatched portfolio of high quality products and unparalleled brands.

However, these inflationary headwinds constitute a significant change in the Foodservice environment and Kraft Heinz is adjusting list prices to partially account for growing cost pressures across its portfolio. These price changes represent a 0.2% increase on the total Kraft Heinz Foodservice branded portfolio.

The table attached, Appendix A, details these changes across Kraft Heinz Foodservice's product categories by SKU. Products not listed in the SKU detail are not impacted by this list price change.

**Kraft Heinz will take this price action on March 13, 2020.**

### **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 (January 13, 2020) but prior to the effective date (March 13, 2020) will be priced at the old price. During this period, Kraft Heinz 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 (March 13, 2020) will be priced at the new price.

Contact your Sales Representative with any questions pertaining to the management of this price change.

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