



November 13<sup>th</sup>, 2023

To: Mondelēz Global LLC Customers

Mondelēz Global LLC ("MG") is announcing list price increases across select Biscuit, Chocolate and Bar products, effective **Monday, February 12<sup>th</sup>, 2024**.

Products ordered on or after the announcement date of November 13<sup>th</sup>, 2023, and before February 12<sup>th</sup>, 2024, will be priced at the current lower price. All products must be delivered with normal Requested Delivery Date (RDD) lead time. Any product with an order date of February 12<sup>th</sup>, 2024, and after will be priced at the new price.

As a snacking leader, we remain committed to continuous investment and innovation to help deliver profitable category growth and better service consumer demand. Your customer teams will provide a recommended retail pricing approach to assist in refining your 2024 business plans. Please contact your MG customer team for further information.

Price increases are detailed by segment in the chart below:

BISCUIT (Retail)	Segment	Pack Size	Price Increase (%)
belVita	Base 5 CT	8.8 Oz	3.8%
	8 CT	14.08 Oz	4.3%
	12 CT	21.12 Oz	4.7%
Chips Ahoy	Family Size	14.25 – 19.5 Oz	5.2%
Oreo	Family Size	10.68 – 20 Oz	4.9%
Ritz Crackers	Family Size Regular & Fresh Stacks	17.8 – 20.5 Oz	4.8%
Ritz Filled Crackers	Single	1.35 – 1.38 Oz	5.0%
	Base 8 CT	10.8 – 11.04 Oz	5.0%
Toasted Chips	Family Size	11.4 Oz	5.2%
Triscuit	Family Size	11.5 – 12.5 Oz	5.2%
Wheat Thins	Family Size	12.5 – 14 Oz	5.2%
Flavor Originals	Family Size	12 Oz	5.2%
Multi-packs	Single Serve	1 – 2.4 Oz	6.1%
	12 CT	10 – 28.8 Oz	6.1%
	20 CT	13.6 – 20 Oz	5.1%
	30 CT	22.3 – 30 Oz	5.3%
Multiple Brands	Big Bag	2 - 3.0 Oz	5.3%
	King Size	2.04 – 4.15 Oz	7.9%
	Go Cup	3 - 3.5 Oz	4.7%
	C-pack	3.4 – 6.5 Oz	3.2%
	Snak Saks	8 Oz	4.9%

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Chocolate (Retail)	Segment	Pack Size	Price Increase (%)
Toblerone	Bar	3.52 Oz	7.3%
	Bar	12.6-14.1 Oz	8.6%

Bars (Retail)	Segment	Pack Size	Price Increase (%)
Clif	Singles	2.4 oz	5.0%
Luna	Singles	1.69 oz	8.2%
	6 CT	10.14 oz	13.0%
	10 CT Minis	8.1 oz	13.0%
	12 CT	20.28 oz	13.2%
Zbar	Singles	1.27 oz	9.5%
	6 CT	7.62 oz	9.0%
	12 CT	15.24 oz	8.6%
	18 CT	22.86 oz	6.5%
	24 CT	30.48 oz	5.4%
Zbar Protein	5 CT	6.35oz	9.0%
	10 CT	12.70 oz	8.6%
	15 CT	19.05 oz	6.5%
	20 CT	25.40 oz	5.4%

Biscuit (Club)	Segment	Pack Size	Price Increase (%)
belVita	Bites 36 CT MUP	36.0 Oz	4.7%
	25 CT	44.0 Oz	4.7%
	30 CT	52.8 Oz	4.7%
Oreo	30 CT MUP, Mini Variety	45.0 Oz	5.4%
	40 CT MUP 2-cookie Seasonal Rotation	40.8 – 45.9 Oz	5.3%
	30 CT MUP, Original	72 Oz	6.1%
	60 CT MUP 2-cookie	51.6 Oz	5.4%
Chips Ahoy	28 CT MUP 2-cookie	30 – 30.48 Oz	5.3%
	24 CT MUP	37.2 Oz	6.1%
Nutter Butter	24 CT MUP	45.6 Oz	6.1%
Newtons	24 CT MUP	48 Oz	6.1%
Ritz	45 CT MUP	30.6 Oz	5.4%
	Bits 30 CT MUP	45 Oz	5.4%
Variety Pack	30 CT MUP Concessions Pack, Variety	61 Oz	6.1%
	40 CT MUP Fun Shapes & Classic Mix	40 Oz	5.3%

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	60 CT MUP 2-Cookie Variety	46.8 Oz	5.4%
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Chocolate (Club)	Segment	Pack Size	Price Increase (%)
Toblerone	Hex Pack	21.12 Oz	7.6%

Bars (Club)	Segment	Pack Size	Price Increase (%)
Zbar	36 CT		4.4%
Zbar Protein	30 CT		4.4%

Food Service	Food Service Unique Offerings	Pack Size	Price Increase (%)
Chips Ahoy!	Dessert Ingredients & Inclusions	12 / 1LB	7.9%
	FS Bag Cookies	60 / 2oz	2.2%
	FS Big Bag	36/3oz	5.3%
	Dessert Ingredients & Inclusions	400 LB	6.0%
Entertainment Crackers	Entertainment Crackers, 40 Oz	4 / 40oz	7.9%
Honey Maid Graham	FS Bulk	72 / 1.06oz	6.5%
	FS Bulk	2 LB	7.9%
Lorna Doone	FS Bulk	120 / 1.5oz	7.9%
Newtons	ISO/Vend Cookies & Crackers	120 / 1oz	7.9%
Nilla	FS Bulk	2 LB	6.0%
Nutter Butter	Dessert Ingredients & Inclusions	12 / 1LB	3.5%
	FS Big Bag	36/3oz	5.3%
	Variegate	6 CT	7.9%
OREO	FS Bulk Double Stuf	12 / 2oz	4.9%
	FS Bulk 2ct	120 / 0.78oz	4.3%
	FS Bulk 6ct	30 / 2.4oz	6.3%
	FS Bulk 4ct	30 / 1.59	6.1%
	FS Bag Cookies	60 / 1.5oz	5.3%
	Variegate	6 CT	7.9%
	FS Big Bag	36/3oz	5.3%
	Grind	12/1LB, 24/1LB, 4/2.5LB, 25LB	3.5%-3.8%
	Oreo Basecake	1/35LB, 1600 LB	3.5%
Ritz	Grind	10 / 1LB	7.9%
Ritz Bits	FS RBS Big Bag	36/3oz	5.3%
	ISO/Vend Cookies & Crackers	4x12 1oz	7.0%
	ISO/Vend Cookies & Crackers	60 / 1.5oz	7.9%
Ritz Toasted Chips	ISO/Vend Cookies & Crackers	60 / 1.75oz	7.9%
Teddy	ISO/Vend Cookies & Crackers	150 / 0.75oz	7.9%

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Wheat Thins	ISO/Vend Cookies & Crackers	72 / 1.75oz	5.1%
	ISO/Vend Cookies & Crackers	60 / 1.75oz	7.9%
	FS Bulk	22 LB	6.0%

Thank you for your continued partnership.

Regards,

Rory Taylor  
SVP, Growth Channels

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