



December 1, 2020

To: Mondelez Global LLC Customers

Mondelēz Global LLC is announcing list price increases across select Cookie and Cracker products effective **Monday, March 1, 2021**. These increases are detailed by segment in the chart below.

We remain committed to investing in aggressive innovation and marketing support to accelerate category growth, evidenced by current business trends. If further changes to our pricing are appropriate in the future, we will communicate them to you accordingly.

BISCUIT (Retail)	Segment	Pack Size	Price Increase (%)
Barnum's Animal	Box	2.125 Oz	4.8%
belVita	Single Serve (Single/Caddy)	1.76/14.08 Oz	7.7%
	Base (5 Count), Protein (4 Count)	7.04 – 8.8 Oz	5.2%
	8 Count Value Pack	14.08 Oz	3.6%
	12 Count Value Pack	21.12 Oz	3.6%
Newtons	Base	10 Oz	5.2%
Nilla	Base	11 Oz	4.6%
	Family	15 Oz	4.2%
Nutter Butter	Base	11.8 Oz	5.1%
	Crème Patties	10.5 Oz	4.3%
	Family	15.27-16 Oz	4.2%
Teddy Grahams	Base	10 Oz	6.0%
Honey Maid Graham/ Nabisco Grahams	Base	12.2-14.4 Oz	4.6%
	Family	25.6 Oz	3.8%
Premium	Box	8 Oz	3.3%
	Base (Core/Oyster/Minis)	9-16 Oz	6.0%
	Fresh Stacks	13.6 Oz	5.5%
	Family	24 Oz	4.3%
Stoned Wheat Thins	Base	8.8-10.6 Oz	5.5%

*This letter and the information within is confidential business information of Mondelez Global LLC (MG) and intended only for MG's customers / business partners. Unauthorized distribution is strictly prohibited.*



FOOD SERVICE	Unique Food Service Items	Pack Size	Price Increase (%)
OREO	Creme Variegate	12 Oz	8.5%
Sour Patch Kids	Variegate	12 Oz	3.4%
Nutter Butter	Variegate	12 Oz	8.5%

Your Account Managers will provide a recommended retail pricing approach to assist in refining your 2021 business plans. Please contact your Mondelez Global LLC Account Managers for further information.

Thank you for your continued partnership.

Regards,

Robert Arnold  
Vice President  
Alternative Channels