



November 1, 2019

SUBJECT: Away From Home Bracket Pricing Notification

To Our Valued Customers and Brokers:

Recently, in response to feedback from customers and as part of our continuous improvement initiatives, we undertook a holistic review of our price brackets to ensure a fair approach to our cost to serve model in our Away From Home business. As a result, **Effective with orders received January 1, 2020** our bracket pricing will be updated to better reflect our cost to serve in each of these freight brackets. There will be no change to pricing in the best bracket. In addition, price premiums have consistently been applied per case where previously there was a mix of a per-case or weight based approach. The lowest bracket has also been adjusted from **2,000-5,999 lbs to 2,000-4,999 lbs**. Please refer to the attached pricelist for changes at an item level.

As a reminder, the weight of each order will determine which bracket is assigned. Pricing is based on order receipt date and is administered on an order-by-order basis using the following brackets:

Delivered DRY Brackets
2,000 – 4,999 lbs
5,000 – 14,999 lbs
15,000 – 29,999 lbs
30,000 + lbs

Delivered FROZEN Orders
2,000 – 19,999 lbs
20,000 + lbs

Customers choosing to pick up their orders will continue receiving pricing in the 30,000+ lbs bracket for dry and 20,000+ lbs for frozen regardless of order weight.

Please note, we are committed to reviewing our delivered price premiums annually to ensure that we are accurately reflecting our cost to serve.

If you have any questions, please contact your respective J.M. Smucker Company Away From Home Sales, or Smucker Broker representative.

Sincerely,

Tim Wayne

Tim Wayne
Vice President and General Manager, Away From Home

Marlin Wendland

Marlin Wendland
Vice President Sales, Away From Home