



Manufacturers of Fine Food Products

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May 15, 2019

Dear Valued Customer,

Over the past several years Ken's Foods has worked tirelessly to hold the price on our Sweet Baby Ray's Original 4/1 Gallon product. Despite these efforts, we are faced with significant cost headwinds across many aspects of our business. Most significantly, the increases are related to logistics, packaging, and labor.

As a result of these significant cost challenges, we are increasing our list price on **Sweet Baby Ray's Original – 4/1 Gallon -SJ 0440 HF** effective for **orders placed July 15, 2019**. This increase, our first since 2012, only effects this one SKU and none of the other products in the Ken's and Sweet Baby Ray's portfolio.

Logistics

Higher costs and tight availability of freight is an industrywide challenge and driving up the cost of our delivered finished goods, as well as our inbound raw materials. We have made considerable efforts to work with many of you on efficient ordering patterns to prevent further increases in the future.

Packaging and Labor

Despite ongoing efforts to create efficiencies in our supply chain, we are faced with rising packaging and labor costs. The packaging increases are driven by both plastics and corrugate, and our labor costs are buoyed by a tight labor market and rising healthcare costs.

During this period Ken's Foods will only accept orders that do not exceed historical purchase patterns.

Please contact your Ken's sales representative with questions.

Thank You