



5/12/22

To Our Valued Customers:

Ventura Foods is committed to controlling costs to the best of our ability to ensure advantageous pricing for our customers. However, our industry continues to be impacted by aggressive and sustained supply chain, logistics, labor, packaging, oil, and ingredient cost increases, including the cost challenges associated with Avian Influenza.

Due to these conditions, Ventura Foods is announcing a price increase on the following Nationally Branded products **effective July 1st, 2022**:

- Mel-Fry®
- Phase®
- White Cap®
- Citation®
- SunGlow®
- Smart Balance®
- Grandioso®
- Gold-N-Sweet®
- Sauce Craft®
- Marie's®
- Hidden Valley®
- Classic Gourmet® Dressings
- Gormay® Dressings
- Classic Gourmet® Bases
- Classic Gourmet® Mayonnaise

Attached please find the new Ventura Foods National Brand Price List.

Customer orders placed on or before June 30th, 2022 will receive the current price.

All orders placed on or after July 1st, 2022 will be priced according to the new attached price list.

We sincerely thank you for your continued business and support of the Ventura Foods premium brand portfolio. Our goal is to continue to provide our mutual operator customers with excellent quality, performance, and value.

Should you have any questions or require any additional information, please feel free to contact your local Ventura Foods representative or any of our regional sales offices.

Ventura Foods – Brea, California

40 Pointe Drive
Brea, CA 92821
(800) 421-6257

Ventura Foods – Ft. Worth, Texas

3201 NE Loop 820, Suite 150
Fort Worth, Texas 76137
(800) 786-2145