

13th December 2018

Dear Customer,

Our pricing – effective 14th January 2019

I am writing to let you know that our wholesale selling prices (WSPs) for own produced and wholesale products will be changing in the New Year. This reflects increases in our own costs which we cannot absorb any further, and regrettably we must pass on.

The changes are detailed in the enclosed new price list and come in to effect at midnight on the 13th January 2019 for deliveries from 14th January.

Whilst price increases are never popular, they are important to ensure that we can invest in our brand portfolio. In turn, this ensures that you have the right premium brands, products and quality dispense solutions available to help you attract and retain your own customers.

We will continue to support you throughout 2019 in the following ways:

- Placing significant new investment behind the Carlsberg Pilsner brand from March 2019, with a fantastic new brew, premium glassware, an eye catching new fount design, and significant brand support to communicate these improvements to your customers. These changes are being made to enhance the drinker's experience, and make Carlsberg Pilsner the best it's ever been.
- Further rolling out the huge benefits of our patented Carlsberg Quality Dispense System (CQDS) and DraughtMaster PET keg solutions to ensure you have the right dispense solution to pour great quality draught beer, achieve improved yields & reduce cleaning time.
- Growing our new "Distilled" spirits division, which will offer an extended range of carefully selected spirits, plus we have a refreshed range of own label wines through Crown Cellars to give on-trade outlets a key point of difference
- Providing a broad range of beers including Premium & World lagers, Cask Ales in our Tapster's Choice range, our Brooklyn Brewery portfolio, and the craft and speciality beers from our Crafted portfolio

A full drinks portfolio service offering to the on-trade, allied with a focus on brewing and selling premium brands, remains at the heart of our business. We thank you for your ongoing support and we look forward to working with you to grow our businesses together.

Yours faithfully,



Bruce Ray
Interim Vice President - Independent Free Trade
Carlsberg UK