

EST. 1904
THATCHERS
— THE FAMILY CIDER MAKERS —

Quandos Drinks Ltd
The Big Red Shed
Cherry Tree Rd
Doncaster
DN4 0BJ

December 2021

Dear Customer

2022 Price Increase

I am writing to inform you of price increases to Thatchers Cider brands effective on all orders delivered from **Monday 7th February 2022**. Please see attached a pricing schedule that sets out the details of the increase on our draught and packaged products.

The past 12 months have been unprecedented and despite challenges in our own business, we have tried our very best to support our On Trade customers throughout.

We take pride in not letting down a single customer with delivery of stock, despite the well-publicised pressures on supply chain.

Unlike some of the big Multinational suppliers who have pubs or global brand portfolios with economies of scale that support their businesses, we remain a wholly independent business like yours, that relies solely on retaining your confidence by focusing on excellent customer service and support and making the best quality cider for you and your customers.

We find ourselves in a very difficult predicament. We completely recognise the challenges that the UK On Trade faces and we continue to make it our mission to do everything in our power to support each and every one of our customers. However, we also recognise that we are not insulated from unprecedented cost increases across all areas of our own business - goods in, production, energy, supply chain and employee costs which in the past 6 months have all risen exponentially with no sign of improvement anytime soon.

To ensure the future viability of our business, we must regrettably pass a proportion of these costs on.

May I take this opportunity to thank you for your continued custom and support, whilst assuring you of our commitment to providing you with the highest quality products, customer service and supported cider brands in the marketplace.

Yours sincerely



Rob Sandall
On Trade Sales Director

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Thatchers Cider - Wholesale Price List

Item No.	Item Name.	Current Price	% increase (Incl. Duty)	Increase (Per Pint)	New Price
Keg					
DRY50LTKG0001	Dry Keg 1 x 50 ltr 4.8% abv	£ 80.54	6.7%	£ 0.06	£ 85.97
FUS50LTKG0001	Apple Fusion Keg 1 x 50 ltr 4% abv	£ 107.82	3.5%	£ 0.04	£ 111.54
GOL50LTKG0001	Gold Keg 1 x 50 ltr 4.8% abv	£ 80.54	6.7%	£ 0.06	£ 85.97
ORA50LTKG0001	Rascal Keg 1 x 50 ltr 4.5% abv	£ 84.82	6.9%	£ 0.07	£ 90.64
ROS50LTKG0001	Rose Keg 1 x 50 ltr 4% abv	£ 106.52	3.4%	£ 0.04	£ 110.16
SCV50LTKG0001	Stan's Cheddar Valley Keg 1 x 50 ltr 6% abv	£ 71.34	6.4%	£ 0.05	£ 75.94
SHA50LTKG0001	Haze Keg 1 x 50 ltr 4.5% abv	£ 82.17	6.8%	£ 0.06	£ 87.75
STR50LTKG0001	Stan's Traditional Keg 1 x 50 ltr 6% abv	£ 71.34	6.4%	£ 0.05	£ 75.94
Bag in Box					
SBA20LTBB0001	Stan's Big Apple BIB 1 x 20 ltr 5% abv	£ 34.92	6.9%	£ 0.07	£ 37.34
SCV20LTBB0001	Stan's Cheddar Valley BIB 1 x 20 ltr 6% abv	£ 34.92	6.9%	£ 0.07	£ 37.34
STR20LTBB0001	Stan's Traditional BIB 1 x 20 ltr 6% abv	£ 34.92	6.9%	£ 0.07	£ 37.34
Glass					
GGO0500GS00065%	Green Goblin Glass 6 x 500ml 5% abv	£ 8.95	7.8%	£ 0.13	£ 9.65
GGO0500GS00125%	Green Goblin Glass 12 x 500ml 5% abv	£ 17.88	7.8%	£ 0.13	£ 19.27
GOL0500GS0006	Gold Glass 6 x 500ml 4.8% abv	£ 7.81	7.6%	£ 0.11	£ 8.40
GOL0500GS0012	Gold Glass 12 x 500ml 4.8% abv	£ 15.59	7.6%	£ 0.11	£ 16.78
KAT0500GS0006	Katy Glass 6 x 500ml 7.4% abv	£ 9.28	7.5%	£ 0.13	£ 9.98
KAT0500GS0012	Katy Glass 12 x 500ml 7.4% abv	£ 18.53	7.5%	£ 0.13	£ 19.92
ORA0500GS0006	Rascal Glass 6 x 500ml 4.5% abv	£ 7.81	7.6%	£ 0.11	£ 8.40
ORA0500GS0012	Rascal Glass 12 x 500ml 4.5% abv	£ 15.59	7.6%	£ 0.11	£ 16.78
ROS0500GS0006	Rose Glass 6 x 500ml 4% abv	£ 9.72	6.5%	£ 0.12	£ 10.35
SHA0500GS0006	Haze Glass 6 x 500ml 4.5% abv	£ 8.02	7.6%	£ 0.12	£ 8.63
SHA0500GS0012	Haze Glass 12 x 500ml 4.5% abv	£ 16.03	7.6%	£ 0.12	£ 17.25
VIN0500GS0006	Vintage Glass 6 x 500ml 7.4% abv	£ 9.28	7.5%	£ 0.13	£ 9.98
VIN0500GS0012	Vintage Glass 12 x 500ml 7.4% abv	£ 18.53	7.5%	£ 0.13	£ 19.92
ZRO0500GS0006	Thatchers Zero Glass 6 x 500ml 0.0% abv	£ 6.77	9.0%	£ 0.12	£ 7.38
Can					
GOL0440CN0024	Gold Can 6 x 4 x 440ml 4.8% abv	£ 22.22	7.3%	£ 0.09	£ 23.84
GOL0440CN2X10	Gold Can 2 x 10 x 440ml 4.8% abv	£ 18.53	7.3%	£ 0.09	£ 19.88
GOL0500CN0024	Gold Can 6 x 4 x 500ml 4.8% abv	£ 23.25	7.1%	£ 0.08	£ 24.91
LEM0440CN6X04	Cloudy Lemon Can 6 x 4 x 440ml 4% abv	£ 29.71	6.1%	£ 0.10	£ 31.51
ROS0440CN6X04	Rose Can 6 x 4 x 440ml 4% abv	£ 28.76	6.0%	£ 0.09	£ 30.48
SHA0440CN06X4	Haze Can 6 x 4 x 440ml 4.5% abv	£ 22.96	7.3%	£ 0.09	£ 24.64
Cartridges					
BOD275CAR1X01-V3	Blood Orange Fusion Cartridge V3 1 x 275ml	£ 21.82	0.8%	£ 0.001	£ 21.99
CLD275CAR1X01-V3	Cloudy Lemon Fusion Cartridge V3 1 x 275ml	£ 21.82	0.8%	£ 0.001	£ 21.99
DBD275CAR1X01-V3	Dark Berry Fusion Cartridge V3 1 x 275ml	£ 21.82	0.8%	£ 0.001	£ 21.99