**Private and Confidential**

2nd December 2021

Dear Customer,

I’d first like to take this opportunity to thank you for your continued partnership through what has been a challenging period for the trade. I would also like to reassure you of our commitment to supporting you, our partners, and the whole hospitality industry in delivering a successful Christmas trading period and a strong start to 2022.

I am writing to advise you of forthcoming changes to our pricing which will become effective on all deliveries from 1st February 2022.

This is part of our regular price review and the wholesale price increase will be an average of 7.0%, duty exclusive.

Any duty changes imposed by the UK Government will be passed on in full at the appropriate time.

If you have any queries, please contact your Budweiser Brewing Group account manager who will be able to answer these for you.

We would like to wish you every success for 2022.

Yours sincerely,

Jean-David Thumelaire

On Trade Director

Budweiser Brewing Group UK&I