

Mr Dan Rich Quando Drinks Ltd The Big Red Shed Cherry Tree Road Doncaster South Yorkshire DN4 OBJ

15th March 2019

Dear Dan

**Ref: Price Increase** 

I am sure you will be aware from other suppliers and the media, production costs, delivery charges and the price of raw materials have continued to rise. We have, for the last two years, held our prices and not to passed on these increases to our you and absorbed the additional costs internally.

We can no longer absorb these costs and whilst we will continue to negotiate with our suppliers, we have no option but to implement a small increase on our product's . The new prices will be effective on all deliveries from Monday  $1^{\text{st}}$  April 2019 and will constitute a rise of 5%, which equates to an average increase of less than  $\frac{1}{2}$  a penny per drink. I have attached a revised price list for your information

We apologise for any inconvenience this may cause and take this opportunity to thank you for your business and assure you of our continued support.

Yours sincerely

Ian Parish

For Seasons Soft Drinks Ltd