



May 3, 2022

Dear Valued WinCup Customer:

Due to continued escalation in raw materials, labor, and other associated costs. WinCup is announcing a price increase of 6% on all products, excluding straws and stirrers. The Effective date of this increase will be **June 10, 2022**

This increase will apply to all orders placed on or after June 10, 2022. Buy-ins cannot be accommodated and WinCup customer service retains the right to reject orders over and above normal order patterns.

The price increase will be effective for orders received on or after June 10th and/or shipping after July 8th, including all existing backorders.

Repricing orders:

- Any orders placed prior to June 10th, but scheduled to ship after July 8th must be repriced to reflect the price increase.
 - These orders will be placed on Hold, and auto cancelled if **not repriced by July 1st**
- Any product that is backordered due to supply issues shipping after July 8th will also be placed on Hold for repricing.
 - Customer may elect to cancel their backorder or reprice on or before July 1st
 - All backorders not repriced by July 1st will be auto cancelled.

You will receive new pricing shortly. Please ensure all WinCup price change documents are distributed to the appropriate personnel within your company. All Bids/Contracts will be increasing as well. **Please contact your local WinCup Sales Representative if you have any Bids/Contracts to ensure you have accurate, up to date pricing.**

Contact your WinCup Sales Representative with further questions.

As a reminder our eco-friendly straws phade®, and VIO® can be shipped with regular foam orders.

We thank you for your loyalty and appreciate our supply position within your organization.

A handwritten signature in blue ink that reads 'Michael Winters'.

Michael Winters,
WinCup President & Chief Revenue Officer

