



**WinCup**  
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January 24th, 2018

Dear Valued WinCup Customer:

As a result of escalating, freight, labor, raw material and other manufacturing costs, WinCup is announcing a price increase on **all foam cups, containers and lids**. This increase will be effective for all Retail and Institutional customers as well as all Price Bid/Contracts.

Specific increase amounts will be:

Product Description	Price Increase
Unprinted Foam cups	6%
Unprinted Foam containers and bowls	8%
Stock & Custom Printed Foam cups and containers	3%
Stock/Marquee & Custom Paper Wrapped cups	3%
VIO Foam Cups	4%
Lids for all products	8%
All Foam Retail Packaged products	6%

Orders placed prior to March 1st, 2018 calling for immediate shipment and not exceeding historical two week purchases will be honored at current prices. Orders received on or after March 1<sup>st</sup>, 2018 will be invoiced at the new increased price.

All Bid/Contracts will be increasing on March 1<sup>st</sup>, 2018 at the same percentages as the categories listed above.

The dates of this increase are firm and pre-buying prior to the effective date will be monitored closely and **held to historical two week quantities. No exceptions will be allowed.**

Updated price pages will be forwarded to you by 2-1-18 reflecting the increased amounts.

This price increase notification and following price pages will be sent to the **designated customer procurement personnel contact** at each of our customers. Please ensure this price change notification gets directed to the appropriate personnel within your company so that price changes are made within your system prior to the March 1<sup>st</sup>, 2018 effective date.

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

Best regards,

**Michael Winters**  
President, WinCup Foodservice