

28<sup>th</sup> March 2019

Subject: 2019 Price Increases

Dear Valued Customer,

I am writing to you again unfortunately following brand owner increases, which we have recently been notified of in the New Year. Unfortunately, we will need to pass these increases on to our customers, which will happen on the dates stated below.

We have always worked hard at Primo Drinks to contain our costs to our customers through improvements in our buying, supply chain efficiency and investments in transport. We have no influence when brand owners or the Government announce price increases and pass them on to the trade.

We do appreciate the loyalty and support you have given to our business over the years and we will continue to work hard to develop our mutual business in return.

Supplier	Date of Increase
Diageo GB	1.4.19
Bacardi Brown Forman	1.4.19
Fever Tree	1.4.19
Fentimans	1.4.19
Ciders of Sweden	1.4.19
Pernod Ricard	1.4.19
Chapel Down	1.4.19
Hi Spirits	1.4.19
Whyte & Mackay	1.4.19
Asahi UK	1.4.19
Halewood	1.5.19
Prime Industries	1.5.19
Brothers Cider	7.5.19
Brewdog	1.6.19
Funkin	1.7.19

Yours sincerely,



Gavin Wright  
Managing Director

**Lancashire**

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Unit 14, Stoke Business  
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Stoke On Trent,  
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