

31<sup>st</sup> January 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. Unfortunately, we will need to pass these increases on to our customers, which will happen on the dates stated below.

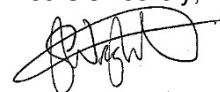
There is also a planned duty increase on February 1<sup>st</sup> which includes, all wines, wine based products and ciders. Your pricing will be increased from this date accordingly.

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
Global Brands	1.2.19
Cellar Trends	1.2.19
Continental Wine & Foods	1.2.19
Edrington Beam Suntory	1.2.19
Heineken UK	4.2.19
AB InBev	4.2.19
Westons Cider	4.2.19
Greene King	4.2.19
Thatchers Cider	4.2.19
Black Sheep Brewery	4.2.19
Britvic	4.2.19
William Grants	25.2.19
Crown Cellars	1.3.19
Belvoir Trading	1.3.19
Broadland Wineries	1.3.19
Joseph Holts	1.3.19
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
Whyte & Mackay	1.4.19
Brewdog	1.6.19

Yours sincerely,



Gavin Wright  
Managing Director

**Lancashire**

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FY2 0JF

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**North East**

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Seaview Industrial Estate,  
Peterlee, County Durham,  
SR8 4TQ

**Staffordshire**

Unit 14, Stoke Business  
Park, Bowstead Street,  
Stoke On Trent,  
ST4 1EZ

**Merseyside**

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**Yorkshire**

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