

customer services: 0161 406 0606 primodrinks.co.uk customerservices@primodrinks.co.uk

26th March 2024

Subject: 2024 Price Increases

Dear Valued Customer,

I am writing to advise we have been notified of the below brand owner increases, unfortunately we will need to pass these increases on to our customers, which will happen on the dates stated below.

	Date of
Supplier	Increase
Proximo	01/04/2024
Thatchers Cider	01/04/2024
Fever Tree	01/04/2024
Mangrove	01/04/2024
Hi Spirits	01/04/2024
Empire	01/04/2024
Continental Wine & Food Ltd	08/04/2024
Pernod	01/05/2024
Brown Forman	01/05/2024
Westons Cider	01/05/2024
Greene King	01/05/2024

We have no influence when brand owners announce price increases, or the Government change Duty rates and pass them on to the trade and so do apologise for having to pass them on to you.

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.

Yours sincerely,

Gavin Wright Managing Director

Greater Manchester

North East