

20th January 2020

Subject: 2020 Price Increases

Dear Valued Customer,

I am writing to confirm the following brand owner increases, which we have 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.

Supplier	Date of Increase
Marston's	27.01.2020
Heineken UK	03.02.2020
Shepherd Neame	03.02.2020
Budweiser Brewing Group	03.02.2020
Thatcher's Cider	03.02.2020
Black Sheep Brewery	03.02.2020
Global Brands	10.02.2020
Timothy Taylor	10.02.2020
William Grant & Sons	24.02.2020
Ciders of Sweden	01.03.2020
Fentimans	01.03.2020
Broadland Wines	01.03.2020
Hartridges	01.03.2020
Funkin	01.04.2020
Boost Drinks	01.04.2020
Edrington Beam Suntory	01.04.2020
Belvoir Trading	01.04.2020
Pernod Ricard	01.04.2020
Red Bull	06.04.2020
Brothers Cider	14.04.2020

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.

Yours sincerely,



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