

27th February 2020

Subject: 2020 Price Increases

Dear Valued Customer,

Unfortunately I write to confirm further brand owner increases, which we have recently been notified off. Unfortunately, we need to pass these increases on to our customers, which will happen on the dates stated below.

Supplier	Date Of Increase
Ciders of Sweden	01.03.2020
Fentimans	01.03.2020
Broadland Drinks	01.03.2020
Hartridges	01.03.2020
Brewdog	01.03.2020
AG Barrs	01.03.2020
Joseph Holts	01.03.2020
Catalyst Brands	14.03.2020
Bacardi Brown Forman	29.03.2020
Funkin	01.04.2020
Boost Drinks	01.04.2020
Asahi UK Ltd	01.04.2020
Fever Tree	01.04.2020
Edrington Beam Suntory	01.04.2020
Belvoir Trading	01.04.2020
Sazerac Hi Spirits	01.04.2020
Pernod Ricard	01.04.2020
Chapel Down	01.04.2020
Diageo GB	01.04.2020
Glug Drinks	01.04.2020
Whyte & Mackay	01.04.2020
Red Bull	06.04.2020
Brothers Cider	14.04.2020
KP Nuts	01.05.2020

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,



Gavin Wright
Managing Director

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