



Lassonde

LASSONDE PAPPAS
AND COMPANY, INC.



November 2nd 2021

Dear Valued Customers:

Due to the unprecedented cost increases impacting our business related to the continuing Covid-19 crisis, we are forced to take price increases effective January 1st, 2022. Significant cost increases in commodities, labor, freight, manufacturing and materials make it impossible to hold our current pricing. The Apple & Eve Regional Manager and Broker representative in your market will be reaching out to you in the next few days to share the specific increases and your new pricing.

Thank you for being an Apple & Eve/SWITCH customer. We appreciate your business and commitment to our brands through these very difficult times. We will continue to work hard for your business and look forward to returning to “business as usual” as quickly as possible!!

If you have questions or concerns, please feel free to reach out to me or my team directly.

Sincerely,

Bill Harrison