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August 6, 2023

RE: Simplot Sweets® Fries Discontinuance on Selected SKUS

Dear Valued Simplot Customer,

Simplot Food Group has made the strategic decision to discontinue the following product/s from our Simplot Sweets® portfolio:

SKU	Product	Estimated Runout Date
10071179024361	Simplot Sweets® Sweet Potato Gems, 6/2.5lb	September, 2023
10071179027836	Simplot Sweets® Fries Sweet Potato Wedges, 6/2.5lb	September, 2024
10071179027799	Simplot Sweets® Fries 3/16" Sweet Potato Shoestring Fries, 6/2.5lb	August, 2023
10071179027843	Simplot Sweets® Fries 5/16" Vanilla Sweet Potato Straight Cut Fries, 6/2.5lb	September, 2023

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We will no longer source volume for the SKU/s listed and will run out of inventory on a first-come, first-served basis.

Please note that each Simplot Sweets® SKU may or may not have a corresponding Simplot Sweets® substitute item. As the existing inventory is running out, please plan to transition to the substitute items listed below.

Simplot Simply Sweet™ Discontinuations	
SKU	Item Description
10071179024361	Simplot Sweets® Sweet Potato Gems
10071179027836	Simplot Sweets® Fries Sweet Potato Wedges
10071179027799	Simplot Sweets® Fries 3/16" Sweet Potato Shoestring Fries
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Simplot Simply Sweet™ Substitutions	
SKU	Item Description
	No direct substitute
10071179016458	Simplot Sweets® Sweet Potato Entrée Cut Fries
10071179024651	Simplot Sweets® Fries 1/4" Sweet Potato Shoestring Fries
	No direct substitute

We appreciate your business and apologize that we will no longer support these products. If you have any further questions, please contact your Simplot Customer Service Representative or salesperson.

Thank you,

Brian Sahr  
Marketing Manager, Potatoes

