1301 Wilson Drive
West Chester, PA 19380

August 20, 2014

Dear Mars Drinks Distributor,

Due to rising costs of a number of commodities including packaging, energy, and green coffee, Mars Drinks North America is announcing a 7% price increase on all ALTERRA Coffee Roasters® coffees and Fabulous Froths and 5% increase on all THE BRIGHT TEA CO.® teas.

In an effort to provide our distributors time to plan for this adjustment, these price increases will be effective starting November 20, 2014. As a courtesy, we are also pushing the 8% price increase on DOVE® Hot Chocolate from November 1 to November 20, 2014 to ease the transitions.

In alignment with our MUTUALITY principle, and to assist you in implementing this price increase, Mars Drinks is offering a limited time buy-forward policy of our beverages at the current price. From August 20 through November 20, distributors will have the opportunity to purchase drinks at their current pricing structure. During this time (August 20, 2014 through November 20, 2014), ALTERRA Coffee Roasters® coffees, Fabulous Froths, DOVE® Hot Chocolate, and THE BRIGHT TEA CO.® teas purchases may not exceed 125% of the average monthly order placed within the previous 3 periods (May 18 – August 9, 2014). Your Territory Sales Manager will have specific information related to your order opportunity.

On November 20, 2014, the price increase will be implemented to reflect the new prices listed below and all distributors will be charged the new price moving forward. Adjustments will be made to tiered discount structures for 2014 to reflect new pricing.

For additional information or questions, please contact your Mars Drinks North America Representative or Mars Drinks Customer Care at 1-877-273-5812 or marsdrinks.cs@effem.com.

Sincerely,

Keith Reynolds
Vice President of Sales – US
Mars Drinks North America

Enclosed: new prices

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