

# Baking for Tasmanians since 1878



Tuesday, 26 July 2022

## **Cripps General Bread Wholesale Price increase**

Dear Retailers,

We would like to inform you that from **Monday 29<sup>th</sup> August**, will be increasing the wholesale prices of all bakery products ranging between 2%-10% per unit. This price increase is something which is just unavoidable due to the influence of many factors we are all experiencing including increased raw ingredient costs, wages & logistics to continue our current delivery service to all IGA supermarkets across Tasmania.

On a positive note, with this wholesale price increase, we will be removing the current fuel surcharge applied, from Sunday 28<sup>th</sup> August. All store retail margins will maintain 25%GP with promotional retail margins between 18% to 25%GP with full sale & return available for all Cripps manufactured products. Purchased products excluded (for example Burgen, Cakes & Simsons Pantry).

We appreciate your understanding and look forward to continuing a high level of service to all IGA customers across Tasmania. Details of product increase attached.

Kind Regards,

Scott Alexander – Sales Manager  
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## **KNEAD MORE INFORMATION?**

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