

15 July 2024

Dear Retailers,

Thank you for your ongoing support and patronage of Goodman Fielder and our Baking product offer.

This letter is to inform you of a significant change in our cost structure. We are experiencing dramatic input costs changes. Despite efforts to negate these increases the impact of the cost movements are no longer able to be sustained, further expended price is required to sustain quality, service, and longevity.

Your new pricing is effective for deliveries on 07<sup>th</sup> October 2024 and thereafter. Should you require further information regarding this notification, please feel free to contact your Goodman Fielder National Account Manager.

Again, we appreciate your partnership and look forward to sustainable trading now and in the future.

Kind Regards



Ross Stephenson  
Head of Retail Sales