

Dear Valued Customer

Following valuable feedback from our retail partners, we have made the strategic decision to adjust the size of our 400g prepack salads to a smaller size range of 250g-300g. The feedback received indicated that the current volume of our single-serve salads exceeds consumer preferences.

Your input is of utmost importance to us, and we strive to consider all feedback to align with the evolving needs of consumers. This adjustment not only addresses consumer preferences but also allows for a more competitive unit price, aiding in navigating the challenges posed by the current cost of living crisis.

Originally scheduled to take effect in the next six weeks, we regret to inform you that our 400gm tray shipment has encountered significant delays due to last week's cyber security incident that impacted shipping ports around Australia. Consequently, we anticipate exhausting our remaining stock of 400g trays much earlier than anticipated.

In order to continue providing you with our prepacked salads without interruption, we find it necessary to implement the new 300gm sizing by 4 December 2023. We acknowledge that this is short notice and sincerely apologise for any inconvenience this may cause.

Your loyalty and support are greatly appreciated, especially during these challenging times. We remain committed to delivering high-quality products and appreciate your understanding as we navigate through these unforeseen circumstances.

Thank you for your continued support.
Warm regards,

Michael Robertson
Managing Director
JL King & Co