



SMITTY'S CANADA INC.

#500, 501 – 18TH AVENUE SW
CALGARY, ALBERTA, CANADA T2S 0C7
TEL: (403) 229-3838 FAX: (844) 274-4056 www.smittys.ca

BULLETIN #34/21

DATE: March 4, 2021
TO: All Franchisees and Corporate Managers
FROM: John Arthurs
RE: **McCain Pricing**

Hello Everyone,

We are excited to announce we have signed a three-year agreement with McCain to be our supplier of frozen potato products and appetizers.

Included in this agreement is:

- A significant decrease in the price of Smitty's brand fries.
- A decrease in the price of the two skin on fries being used in Atlantic Canada.
- A small increase in the cost of hash browns.
- No change in the price of the Garlic Mozzarella Sticks included in our main menu.
- A decrease in the price of the Cauliflower Batter Bites included in our menu.
- No change in the price of the Panko Onion Rings included in our main menu.
- No change in the price of other McCain appetizers.

This revised pricing will see an average restaurant doing \$1,400,000 in annual sales save \$1,000 per year. Please see the attached price list.

Prices on our potato products will be locked in for one year and include a set price increase each April. The price for Smitty's brand fries will be lower in the last year of the contract than they are today!

Please do not hesitate to contact me directly should you have any questions or concerns at jarthurs@smittys.ca or 403-930-8745.

Yours truly,
SMITTY'S CANADA INC.

A handwritten signature in black ink, appearing to read 'John Arthurs', written over a large, stylized loop.

John Arthurs
Purchasing Analyst

Brand	Description	Sysco Code	Pack	Size	Price Until Mar 31, 2020	Price Starting Apr 1, 2021	Increase \$\$ per Case	Increase %%
SMITTYS	POTATO FRY FRCH ILLUS 9/32	2059261	6	6 LB	\$28.80	\$26.34	(\$2.46)	-8.5%
MCCAIN	POTATO FRY 3/8" GOLDENCRISP	6276877	6	4.5 LB	\$29.70	\$28.00	(\$1.70)	-5.7%
MCCAIN	POTATO FRY 7/16 SKON NON-FRIED	8771958	6	2 KG	\$30.20	\$29.12	(\$1.08)	-3.6%
SMITTYS	POTATO DICED SAVOURY	6678355	6	6LB	\$27.34	\$27.73	\$0.39	1.4%
MCCAIN	POTATO H/BRN SHRD FINE	3300829	6	3 LB	\$19.03	\$19.57	\$0.54	2.8%
MCCAIN	POTATO HASHBROWN SHREDDED	2573509	6	5 LB	\$31.20	\$31.75	\$0.55	1.8%
MCCAIN	POTATO FRY SWEET CRNKLCUT 7/16	0979704	6	2.5 LB	\$31.03	\$31.57	\$0.54	1.7%
MCCAIN	POTATO SWEET FRY 5/16 STRAIGHT	0975112	6	2.5 LB	\$31.03	\$31.57	\$0.54	1.7%
MCCAIN	POTATO SWEET PLANK HRVST SPLND	7750306	6	2.5 LB	\$31.03	\$31.57	\$0.54	1.7%
MCCAIN	POTATO FRY SWEET STR CUT 7/16	0979714	6	2.5 LB	\$31.03	\$31.57	\$0.54	1.7%
MCCAIN	ONION RING BRD PANKO 3/8	4723775	6	2 LB	\$39.05	\$39.05	\$0.00	0.0%
MCCAIN	APTZR CHEESE BRD MOZZ STK GRCL	3817525	1	5 LB	\$41.16	\$41.16	\$0.00	0.0%
MCCAIN	CAULIFLOWER BATTER BITES	4817629	6	2LB	\$40.69	\$39.33	(\$1.36)	-3.3%