



SMITTY'S CANADA INC.

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BULLETIN #74/21

DATE: May 11, 2021
TO: All Franchisees and Corporate Managers
FROM: John Arthurs
RE: **Smitty's Brand Coffee Pricing Update**

Hello Everyone,

The coffee market continues to see significant price increases as the demand for coffee beans increases. The market has seen a 12% price increase over the last year.

<https://www.beanscenemag.com.au/april-coffee-market-prices-reach-highest-average-in-more-than-three-years/>

We have locked our pricing in from June 1, 2021 to December 31, 2021.

Brand	Description	Item Number	Pack	Size	Price Until May 31, 2021	Price Starting June 1, 2021	Increase per Case	Increase per Pot	Increase %%
SMITTYS	COFFEE DECAF SMITTYS	2245716	96	64GR	\$103.39	\$106.33	\$2.94	\$0.03	2.8%
SMITTYS	COFFEE CUSTOM SMITTYS BLEND	2257077	96	64GR	\$93.54	\$96.19	\$2.65	\$0.03	2.8%

Our June price increase added to the price increase we saw in January, see Bulletin #105/2020, has our annual price increase at 6.0% for coffee and 7.0% on decaf.

We recommend you review your inventory prior to the price increase taking place on June 1 to see if a purchase is warranted.

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

Yours truly,
SMITTY'S CANADA INC.

John Arthurs
Purchasing Analyst