



February 28, 2023

Dear RIBA

At Bimbo Canada; we are passionate about our business, our brands, and our products, we are consumer-centric, we develop strategic priorities for long-term profitable category growth and build win-win customer relationships. **We remain focused on activities that are most vital to our business:** baking and shipping quality products that feed Canadians, while keeping our associates safe and keeping costs down.

This letter is to inform you that Bimbo Canada will be restructuring the strategy within the market **effective April 1st, 2023** on Bread and Snack products.

The rate of change in product prices varies on an individual basis.

We have made our restructuring decision unilaterally based on the individual needs of our business in response to increased input costs; including commodities, transportation and manufacturing.

Bimbo Canada exists to serve consumers and customers. We will continue to supply consumers with the products they love and rely on, invest in quality, innovations, and consumer-centric programs.

We appreciate your business and remain committed to delivering profitable sales growth.

Best,

Jose Perez,
Sales

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