



14 November 2022

RE: Notification of Price Changes

Dear Paul,

You will no doubt be aware of the significant movement in commodity prices which have continued to accelerate throughout 2022. These increases include, but are not limited to tin plate, protein, fuel, utility, and other ingredient costs.

Due to the significance of these cost pressures, we are not able to absorb these rises and will therefore be implementing the below price changes on selected parts of our portfolio.

Our new pricing will be live for all orders fulfilled on or after 6th February 2023 as per the below schedule:

If you have any questions regarding this increase, please reach out for more information.

Yours Sincerely,

Simon Russell
Customer Business Manager

Schedule of Price Changes

Promo Group	Brand	Pack Size	Current RRP	New CPI RRP	RRP increase %	Current LP	New CPI LP	LP increase %
FCATCATDRYI2500	Fussy Cat	500g	5.50	6.00	9.1%	REDACTED CONFIDENTIAL	REDACTED - CONFIDENTIAL	9.1%
FCATCATDRYI22500	Fussy Cat	2.5kg	22.00	24.00	9.1%			9.1%
LVEMDOGBAKES250	Love Em	250g	5.50	6.00	9.1%			9.1%
LVEMDOGEXTR200	Love Em	200g	3.50	4.00	14.3%			14.3%
LVEMDOGJERKY200	Love Em	200g	6.00	7.00	16.7%			15.7%
LVEMDOGLIVER200	Love Em	200g	12.00	14.00	16.7%			16.7%
LVEMDOGTRT6200	Love Em	200g	5.00	5.50	10.0%			10.0%
NGIFDOGALU600	Natures Gift	6 x 100g	6.00	8.50	41.7%			41.7%
NGIFSUSTDOGDYD26000	Natures Gift	6kg	29.50	31.50	6.8%			6.8%
NGIFSUSTDOGDYD42500	Natures Gift	2.2-2.5kg	14.50	15.50	6.9%			6.7%
NGOODOGDRYD27000	Natures Goodness	7kg	35.00	37.00	5.7%			5.7%
NGOODOGDRYD43000	Natures Goodness	3kg	18.00	19.00	5.6%			5.6%
NGIFDOGCHUNK700	Natures Gift	700g	5.50	6.00	9.1%			9.0%
NGIFDOGSMLL200	Natures Gift	200g	1.70	2.00	17.6%			17.9%
VIPPDOGCHUNK1000	VIP	1kg	5.50	6.00	9.1%			14.8%
PAWSDOGMINCE450	Paws Mince	450g	3.75	4.50	20.0%			19.7%
FCATCATCAN400	Fussy Cat	400g	2.20	2.75	25.0%			25.0%
FCATCATPOUCH80	Fussy Cat	12 x 80g	12.50	13.50	8.0%			8.0%
NGIFDOGALU100	Natures Gift	100g	1.40	1.60	14.3%			14.9%
NGIFDOGCAN1200	Natures Gift	1.2kg	5.50	6.00	9.1%			9.0%
NGIFDOGCAN700	Natures Gift	700g	3.30	3.50	6.1%			6.0%
NGOODOGCAN400	Natures Goodness	400g	2.40	2.80	16.7%			16.9%
NGOODDOGCAN700	Natures Goodness	700g	3.30	3.50	6.1%			6.0%