



5 February 2023

Truman & Orange Price increase – effective 1st March 2024

Dear Valued Customer ,

Thank you for your support during 2023! Although we all experienced several headwinds through the year, we remain positive for the growth prospects of our brands and the categories in which we are focused.

Disproportionate increases in fuel, distribution (freight), raw materials, packaging and currency changes had significant impact on our costs and, together with the annual excise increase, require us to carefully assess the pricing of our locally manufactured and imported brands. We have done our utmost to minimize the increases this year.

We will continue to invest in our brands so they can deliver energy, choice and value to our drinkers and your shoppers, and look forward to working with you in 2024 to ensure our joint business continues to grow.

Please find below an indication of the likely % increases, for the categories in which Truman & Orange’s brands operate in, effective Friday 1st March 2024: This includes a view on Excise increase which will be announced later in February .

Category	% increase range effective 1 March 2024
Premium Gins – Drumshanbo , Bloedlemoen, Brooklyn, Aviation	6-9%
Mainstream Gins Seagram’s, Kensington Gin	4-7%
Scotch Whisky - John Bannerman , Glenbrynth	5-7%
Single malt Scotch Tamnavulin , Jura , The Dalmore Highland Park , Naked Malt	9-13 % 3-5%
Irish Whiskey - Tommy Ballard Premium Irish whiskey Dunville , Sexton	4-6% 5-7%
Tequilas	4-7 %
Brandy -Betrams VO	5-7%
Mainstream Rums -Montego and Squadron	5-7%
Imported Rums 750 ml- Kraken, Don Papa	6-8%
Cape Velvet Cream 750 ml	4-6%
Lupini Sambuca 750ml	4-6%
Mionetto Prosecco 750 ml	5-7%
Fever Tree tonic 150ml can and 200 ml bottle	5-7%



New prices will be effective on all orders invoiced and dispatched from 1st March 2024 onwards irrespective of when the order was placed. Our representatives and central orders team are ready to accept your orders. Stock allocation may be applied based on customers historical sales history up to max of 6 weeks stock cover bought in at current pricing, during the notice period 5 February to end February 2024.

Kindly place your orders as soon as possible and no later than 21st February 2024 to cater for delivery lead times.

A new and final Truman & Orange price list will be communicated to you prior to the increase taking effect 1st March 2024.

Thank you for the ongoing support and the results achieved on our brands in 2023! We look forward to continuing the brand momentum across the categories we represent.

Best regards

A handwritten signature in black ink, appearing to read 'Riaan Mac Gillicuddy', written in a cursive style.

Riaan Mac Gillicuddy
Commercial Director
Truman & Orange