



Lassonde

LASSONDE PAPPAS
AND COMPANY, INC.



To: Our Valued Customers
CC: Sales Organization & Brokers
From: Bill Harrison
Date: July 6th, 2022
Re: Central & Eastern US Product Availability

The entire Lassonde Pappas & Company (“Lassonde”) family appreciates the trust you have put in us over the years, and the patience as we have managed through unprecedented challenges over the last 2 years. After more than 24 months of pandemic-fueled instability and global supply chain disruption, our industry continues to be impacted by a myriad of challenges including, labor shortages, rising commodity and transportation costs, and increased consumer demand which has limited the overall US capacity to produce juice boxes. Specifically, we have experienced challenges to our manufacturing network servicing the Central and Eastern US that have led us to make a very difficult decision.

It is with great disappointment that I am writing to inform you that effective immediately Apple & Eve branded 125ml & 200ml products will not be available to the food service channel, including K-12, through June 30th 2023.

On behalf of the entire Apple & Eve team, I want to thank you for the many years of commitment to our brand that have allowed you to serve our 100% juices to the student constituents you feed every day. It is our hope that we will solve for the production issues at the heart of this decision and can get back to business together in the near future.

Please reach out to me or our broker partners with any questions.

Sincerely,

Bill Harrison
VP Sales Foodservice