



TO: Our Valued Customers
FROM: Peter Hall, President, U.S. Foodservice/Away From Home
DATE: June 24rd, 2021
SUBJECT: Capri Sun Simplification

Dear partners,

As we all welcome the ongoing recovery of our industry, the rapid increases in demand have left us all with supply constraints. To help alleviate these constraints, we have identified an opportunity to unlock incremental supply by temporarily simplifying our flavor offerings.

From now through September we will be removing complexity from our operations by increasing focus on the SKU in our Capri Sun portfolio with the highest demand. This will enable us to increase total Capri Sun production output by 10%.

Please refer to the below appendix which details the 2 items we will temporarily be suspending production on. You will also find details on the remaining priority SKU that we will be leaning on to meet the needs of the marketplace to the best of our ability.

We anticipate remaining inventory on the 2 SKUs in question to be consumed over the balance of June and the full transition of all volume to the priority SKU starting in July. Our future month allocation exercises will acknowledge this initiative and will proactively consolidate/shift your historical flavor demand to the priority item for fair sharing purposes; in case you opted to use it as a temporary sub. Please know that even with this initiative, the priority SKU will still incur supply constraints.

These efforts reflect our focus to minimize supply disruptions to you and we appreciate your ongoing support. We will continue our exploration of all other possible actions we can take to minimize the supply gap to demand.

Please contact your Kraft Heinz sales representative with any questions. We greatly appreciate your business and remain committed to providing transparent communication as we work as partners to navigate these unique circumstances.

Best regards,

Peter Hall
President, U.S. Foodservice/Away From Home

Appendix:

Priority SKU List

| ITEM | UPC/GTIN | ITEM | ITEM DESC |
|------------------|----------------|--------------|--------------------------|
| FS Cold Beverage | 10087684001421 | 876840014200 | CS 100% JC 4/10/6Z APPLE |

Temporarily Suspended SKU List

| ITEM | UPC/GTIN | ITEM | ITEM DESC |
|------------------|----------------|--------------|------------------------------|
| FS Cold Beverage | 10087684001445 | 876840014400 | CS 100% JC 4/10/6Z BERRY |
| FS Cold Beverage | 10087684001469 | 876840014600 | CS 100% JC 4/10/6Z FRT PUNCH |