



To: Rotella Distribution Network  
From: Rocky Rotella  
Date: November 12, 2021

**Re: FOB Price Increase Effective February 1, 2022**

Effective with all orders shipped on or after February 1, 2022 Rotella's Italian Bakery, Inc. is increasing the FOB Omaha case cost of all items by 6%. A select group of items are increasing beyond that where necessary. A price list with new FOB Omaha pricing accompanies this notice.

An increase is required because of rising costs in all assets of our business. This includes (but is not limited to) raw ingredient and packaging materials, labor, insurance, fuel, and transportation.

We appreciate your cooperation passing along information of our February 1, 2022 increase on to all appropriate persons within your organization.

If you have any questions or concerns on the matter, please feel free to contact me at 800-759-0360 or via email at [rrotella@rotellabakery.com](mailto:rrotella@rotellabakery.com).