



4.22.25

**Subject: Price Adjustment Notification – Tariff Impact on Green Coffee**

Dear Purchasing Manager:

I am writing to inform you of an upcoming price adjustment that will take effect on orders placed beginning 5.13.25, resulting from the newly implemented 10% tariff on imported raw coffee beans.

This change necessitates a price increase of \$0.40 to \$0.48 per pound, depending on the specific product. Please note that this adjustment is driven exclusively by the impact of these new tariffs. It does not reflect fluctuations in green coffee market pricing, packaging materials, labor, freight, or any other operational costs.

We understand that pricing changes are never welcome news, and we want to assure you that we are doing everything possible to manage all other aspects of our supply chain efficiently to minimize broader impacts on your business.

We truly value your partnership and appreciate your understanding as we adapt to this evolving regulatory environment. If you have any questions or would like to discuss the specific impact of this change on your current program, please do not hesitate to reach out.

Thank you for your continued trust and support.

Sincerely,

Paul Wisneski

Sales/Owner

New Morning Coffee Roasters