



8/15/24

Dear Customer,

Ventura Foods is continuing its multi-phased, multi-year initiative to rebalance our product portfolio to allow us to continue to respond to your needs quickly, effectively and dependably. This is an essential step in our company’s journey to continue to fulfill our mission of *helping our customers delight their customers* by being better able to meet the ever-changing consumer demands restaurant operators see every day.

As part of these ongoing efforts, we have assessed our full mayonnaise product portfolio and made the decision to consolidate products with the same formulas under the WILSEY® by Ventura Foods brand. This brand consolidation will eliminate duplicative SKUs while maintaining the same great products that meet your needs today. It’s important to know that the only changes will be the product brand and SKUs/GTINs – the product formula, pack size, flavor, and performance will remain unchanged.

The following SKUs are transitioning to the following Wilsey® SKUs via a soft transition occurring in the months of October and November 2024.

| Current SKUs   |           |           | New SKUs           |           |           |
|----------------|-----------|-----------|--------------------|-----------|-----------|
| GTIN           | SKU #     | Pack Size | GTIN               | SKU #     | Pack Size |
| 00026700711688 | 71168-VEN | 4/1 gal.  | 1 0 026700 19547 8 | 24301-WIL | 4/1 gal.  |
| 00026700172649 | 78106-CHP | 4/1 gal.  | 1 0 026700 19547 8 | 24301-WIL | 4/1 gal.  |
| 00026700152900 | 77048-VEN | 30# Pail  | 0 0 026700 19536 5 | 24302-WIL | 30# Pail  |
| 00026700172748 | 77048-CHP | 30# Pail  | 0 0 026700 19536 5 | 24302-WIL | 30# Pail  |
| 00026700172625 | 14216-CHP | 30# BIB   | 0 0 026700 19540 2 | 24322-WIL | 30# BIB   |
| 00026700139994 | 17739-CGS | 4/1 gal.  | 1 0 026700 19545 4 | 24303-WIL | 4/1 gal.  |
| 00026700720307 | 72030-VEN | 30# Pail  | 0 0 026700 19539 6 | 24323-WIL | 30# Pail  |
| 00026700174285 | 16987-CGS | 30# BIB   | 0 0 026700 19538 9 | 24324-WIL | 30# BIB   |
| 00026700106361 | 10952-CLG | 4/1 gal.  | 1 0 026700 19544 7 | 24304-WIL | 4/1 gal.  |
| 00026700720482 | 72048-VEN | 4/1 gal.  | 1 0 026700 19546 1 | 24307-WIL | 4/1 gal.  |
| 00026700119477 | 14767-VEN | 4/1 gal.  | 1 0 026700 19546 1 | 24307-WIL | 4/1 gal.  |
| 00026700192067 | 23408-CHP | 30# Pail  | 0 0 026700 19541 9 | 24308-WIL | 30# Pail  |
| 00026700172656 | 71337-CHP | 30# Pail  | 0 0 026700 19541 9 | 24308-WIL | 30# Pail  |
| 00026700134708 | 16500-VEN | 30# BIB   | 0 0 026700 19537 2 | 24325-WIL | 30# BIB   |

The WILSEY brand has a rich legacy in the foodservice industry and is among Ventura Foods’ most storied brands. In the coming months, Ventura Foods will make several significant innovations to its product portfolio that will drive improvements across the category. The consolidation of the WILSEY label is an important first step in this journey.

As always, our customer service team is available to answer any questions you may have and to assist you in placing your order. Our customer service team can be reached at 800-786-2145. Thank you!