



October 7, 2021

The availability of raw materials, components, labor and transportation continues to get worse. As a result, our operating costs continue rising at a faster and greater pace than our selling prices.

Therefore, we need to implement an additional price increase. Effective January 1, 2022, Beverage-Air will implement an approximate 8% increase across all Coolers, Accessories and Parts.

All orders placed before January 1, 2022 and marked for shipment prior to April 1, 2022 will receive current pricing. Once again, while we do not want to implement any complicated rules regarding the effectivity date of this price increase, we expect our customers to be reasonable and refrain from placing any abnormal "price protection" POs, far exceeding their normal bookings run-rate.

Furthermore, this notice should provide you with ample time to place pending orders or address the increase with respective customers. Therefore, all POs submitted on or after January 1, 2022 must reflect the new pricing.

New Beverage-Air price lists will be available soon. All of us at Beverage-Air thank you for your continued support of our brand.

Sincerely,

Oscar Villa
President
Ali Group North America—Refrigeration Division

