



January 26, 2022

Widespread shortages of raw materials, components, labor and transportation continue to affect our business. As a result, operating costs continue to rise at a greater pace than selling prices.

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

As a general rule, orders placed before May 1, 2022 and marked for shipment prior to August 1, 2022 will receive current pricing. Nonetheless, we expect our customers to refrain from placing any abnormal price protection POs, far exceeding their normal booking run-rate. We reserve to request for the portion exceeding historical volume levels to be re-priced. 2021 actual purchases will be a good indication of the normal run-rate. Of course, we will take into consideration specific circumstances.

We want to thank all our partners for their patience as we try to manage our costs and operations during these difficult times. Also, we trust this notice provides ample time to place pending orders or address the increase with respective customers. Therefore, all POs submitted on or after May 1, 2022 must reflect the new pricing.

New Beverage-Air and Victory Refrigeration price lists will be available soon. All of us at Ali Group North America – Refrigeration Division thank you for your continued support of our brands.

Sincerely,

Oscar Villa  
President  
Ali Group North America—Refrigeration Division

