



26 January 2024

Dear Valued Customer,

Find details below of a planned price increase on selected SKUs planned for the 1st of March 2024. HEINEKEN Beverages has made every effort to absorb inflation related costs, but regrettably there have been significant increases across our global supply chain and price adjustments are unavoidable.

These price changes are predicated on an expectation that excise rates will increase a reasonable range. Any substantial shift in excise may require further price adjustments.

Beer	650ml/660ml	TBC
	Convenience Packs	TBC
Ciders and RTDs	Ciders	5%-6%
	Other RTDs	5%-6%
Wines	All Wines	8%-10%
Spirits:	Brandy	5%-6%
	Whisky	5%-6%
	Liqueurs	5%-6%
	Gin	TBC
	Other Spirits	5%-6%

Order placement and cut-offs

Customer receiving deliveries from Distribution Depots:

- Order cut-off for depot deliveries for the 1st of March will be on the 24th of February 2024.
- Deliveries will be based on customer dedicated delivery days.

Customers receiving Direct Deliveries:

- Order cut-off will be on the 24th of February 2024.

The last invoicing date for Direct Deliveries at the old prices will be on the 29th of February 2024. Undelivered open orders at 1st of March will be repriced and delivered at new list price.

We are anticipating high volumes of orders for the month. While every effort will be made to accommodate all orders, we encourage you to place all orders as soon as possible. Limited stock will be allocated based on our allocation model.

Yours sincerely

Sales Director