

July 15, 2020

Dear Retailer Partner,

Due to continued cost increases for product and labor, Columbia Distributing will be taking a price increase on select items in Washington **effective** **October 1, 2020**. Per your requests, we are communicating those changes to you here with at least 60 days’ notice.

This will *not* be a “General Increase” on all items. Instead, increases will be targeted to Package beer only, with Draft prices remaining unchanged. This continues our “every-other-year” price increase strategy on Multi-Packs and Draft that was initiated two years ago. In 2019, we took a substantial increase on Draft.  In 2020, we will be taking a Package increase.  In 2021, we will take a Draft increase, and we do not plan another Multi-Pack increase until October 2022. With this “every-other-year” strategy, we hope to limit disruptions at retail and improve your customer experience with Columbia.

(For those of you doing business in Oregon, please note that we will not be increasing prices October 1. As you may remember, we accelerated the 2020 increase to January 1 to coincide with the new Corporate Activities Tax that launched at the beginning of the year.)

Our October pricing is attached. We appreciate your business and continued partnership. If you have any questions, please contact your Columbia Distributing National Account Manager.

Sincerely,

Travis Anders

Vice President – National Accounts

Columbia Distributing