



SPIRITS • WINES • IMPORTERS • SALES • MARKETING

March 2nd, 2020

RE: Coronado Rompope Price Increase Notification

Dear Buyer,

This is to inform you that effective April 6th, 2020 and due to a price increase from our supplier in Mexico, the price of CORONADO Rompope will be adjusted as follows:

<u>Case Level</u>	<u>List</u>	<u>Disc</u>	<u>Net</u>	<u>Btl Cost</u>	<u>Sugg. Shelf Price</u>	<u>% on Sell</u>
1	\$144.00	\$0.00	\$144.00	\$12.00	\$17.99	34%
10	\$144.00	\$6.00	\$138.00	\$11.50	\$16.99	33%
25	\$144.00	\$18.00	\$126.00	\$10.50	\$14.99	30%
50	\$144.00	\$27.00	\$117.00	\$9.75	\$13.99	31%

In return, the owners of the brand have committed a \$500K marketing campaign in 2020 that is expected to double the turnover at the retail shelves all across California and other selected markets.

Please contact your sales representative for details on the marketing campaign or any concern that you might have.

Thank you very much for our continued partnership and we look forward to being of value to you and your business.

With kind regards,

A handwritten signature in blue ink, appearing to read "J. Martinez", with a stylized flourish at the end.

Javier Martinez, President