

2/20/2025

## Frymaster/DEAN – Price Increase

Dear Valued Customer,

Frymaster/DEAN has not taken a list price increase since November 2022. This has been made possible through factory efficiencies and other cost saving initiatives while facing a double-digit increase in labor and inflation on components.

Unfortunately, due to additional challenges posed by tariffs and consequent inflationary pressures, we now need to adjust our price list.

We want to be as proactive as possible in our communications with our channel partners and set clear expectations to minimize the impact of this change to your business.

- The following **price increases** will go into effect on May 1, 2025:
  - Gas fryers made in the USA: 2% - 4%
  - Electric fryers made in the USA: 3% - 5%
  - Equipment imported from China (i.e., SR/GF/PF/CDC/SDU): 5% - 8%

We will provide a more detailed notification by March 31, 2025, once we learn more about tariffs on materials and components from both Mexico and Canada, ramifications of tariffs on imported steel and aluminum, and reciprocal tariffs.

- Frymaster/DEAN will honor pricing on **open orders** marked for shipment prior to September 1, 2025. POs with later ship dates will need to be repriced. Customer Service will reach out to you if repricing is required.
- **New orders** placed before May 1, 2025, will be processed at current pricing if:
  - They are marked for shipment by May 31, 2025 (or standard lead time if later than 5/31/25)
  - They are clearly not in excess of historical business volume (i.e. no “price protection” POs)
- **Quotes** issued by Frymaster/DEAN going forward will be valid for 60 days.

Best regards,



Oscar Villa  
President, Frymaster/DEAN