



BEVERAGE-AIR.

VICTORY

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February 21, 2025

RE: Beverage-Air & Victory Price Increase

Dear Valued Customer,

Unfortunately, due to new and additional challenges posed by tariffs and consequent economic pressures, we need to adjust our price list. Our approach, as always, is to be as proactive as possible in our communications with our channel partners and set clear expectations to minimize the impact of this price adjustment on your business.

- **Open Orders:** Pricing will be honored on 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:** Orders placed before June 1, 2025, will be processed at current pricing if:
 - Marked for shipment by June 30, 2025 (or standard lead time if later than 6/30/25)
 - They are not clearly in excess of historical business volume (i.e. no “price protection” POs)

The following price increases will go into effect June 1, 2025:

Beverage-Air:

- Marketeer, VueMax, Dipping Cabinets, Novelty Cases, Counter Top Merchandisers: 3%-12%
- All other Beverage-Air product offerings: 0%-5%

Victory:

- Victory Product offerings: 0%-5%

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, and additional ramifications of tariffs on imported steel and aluminum.

Warm Regards,

Korey Brownlee
General Manager
Beverage-Air & Victory