



**BEVERAGE-AIR.**

**VICTORY**

3779 Champion Boulevard  
Winston-Salem, NC 27105

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April 3, 2025

RE: Beverage-Air & Victory Price Increase

Dear Valued Customer,

In early February, we announced plans to adjust our pricing, effective June 1, 2025, in response to new tariffs introduced—or anticipated—by the U.S. Administration. At that time, we outlined a range of possible increases by product category, with the commitment to finalizing exact percentages at least 60 days before implementation.

The tariffs announced yesterday exceeded expectations, particularly regarding China, as well as reciprocal measures in addition to base tariffs. Given this development, we will be implementing price adjustments in the middle of that range. We are committed to working diligently to continue to find ways to mitigate these impacts.

- **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 Series: 5%
- VueMax Series: 5%
- Novelty Cases: 5%
- Dipping Cabinets: 5%
- Deli Cases: 5%
- Countertop Units: 10%
- Blast Chillers: 2%
- All other Beverage-Air product offerings including parts and accessories: 3%

**Victory:**

- All Victory product offerings including parts and accessories: 2%

Best Regards,

Korey Brownlee  
General Manager  
Beverage-Air & Victory