

4/4/2025

Frymaster/DEAN – Price Increase

Dear Valued Customer,

On 2/2/25, we announced the implementation of a price increase, effective 5/1/25, due to the new tariffs enacted, or likely to be enacted shortly, by the US Administration. We provided a range of increase by product category that would be narrowed to an exact percentage, once the Administration reached a final decision, at least 30 days prior to the implementation date.

Unfortunately, the tariffs went well beyond expectations, especially regarding China and reciprocal tariffs.

As a result, we are going to implement an increase equal to the high-end of the range previously communicated.

- Gas fryers made in the USA: 4%
- Electric fryers made in the USA: 5%
- Equipment imported from China (i.e., ESG/SR/GF/PF/CDC/SDU): 8%
- All accessories and add-on options: 4%

Regrettably, such increases won't be sufficient to offset the impact of all new tariffs, even net of any mitigating actions, especially for goods made at our factories in China. In fact, the tariff on Chinese products went from 10% as of 2/2/25 to an extra 54%. Our team will continue assessing the full impact.

Most likely, we will issue a new announcement soon outlining a second round of increases with timing.

Furthermore, we are pushing the effective date to 5/5/25, instead of 5/1/25, to be in full compliance with the 30-day notice requirement in place with most of our valued dealer partners.

As previously explained:

- 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 5, 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)

Best regards,



Oscar Villa
President, Frymaster/DEAN