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Date
9th November 2022.

Subject
Strictly Private and Confidential: HEINEKEN Ireland draught price increase.

Dear Customer,

Businesses in Ireland today continue to face exceptional inflationary challenges and our industry is no different. Like you, HEINEKEN Ireland is equally faced with unprecedented cost increases across the entire supply chain. We have been working hard to minimise the impacts of these increases but unfortunately have not been able to mitigate all of them.

For this reason, I am writing to you today to inform you of a price increase on all our draught products which will enable us to more closely reflect the cost of producing and supplying our products. This price increase will come into effect on all HEINEKEN Ireland portfolio draught products on the 1st of December 2022. Deliveries made on or after this date will be charged at the new price.

Keg prices for Heineken and Coors lager will increase, equivalent to 17 cents per pint; and at a pro-rata rate for all other draught brands and keg sizes. For full details please find enclosed the new price list for the HEINEKEN Ireland draught portfolio

This increase is essential for us to offset, in part, the severe cost input pressure and ensure that HEINEKEN Ireland remains as active as ever in supporting you through our brand activities, our direct support to you in the trade and our commitment to advertising and promotional spend

Should you require any further clarification please contact your HEINEKEN Representative or Customer Service at 0818 514455 or get in touch online via SmartPub.

Thank you for your continued support.

Yours sincerely,

A handwritten signature in black ink that reads "Sharon Walsh".

Sharon Walsh,
On Trade Commercial Director,
HEINEKEN Ireland.



Draught Price List Effective 1st December 2022

Product	Litres	Current List Price exclusive of VAT	New List Price exclusive of VAT	
Heineken [®]	50	€169.95	€185.25	
Heineken [®]	30	€101.98	€111.16	
Heineken [®]	20	€74.53	€81.24	
Heineken [®] 0.0% Blade Keg	8	€19.16	€20.88	
Coors	50	€169.95	€185.25	
Coors	30	€101.98	€111.16	
Tiger	30	€112.04	€122.12	
Tiger Blade Keg	8	€34.97	€38.12	
Birra Moretti	20	€79.50	€86.66	
Birra Moretti	30	€119.24	€129.97	
Birra Moretti Blade Keg	8	€34.97	€38.12	
Murphy's Irish Stout	50	€162.04	€176.62	
Murphy's Irish Stout	30	€97.23	€105.98	
Murphy's Irish Stout	20	€71.06	€77.46	
Murphy's Irish Red	30	€99.71	€108.68	
Island's Edge	30	€97.23	€105.98	
Cute Hoor	30	€107.34	€117.00	
Lagunitas IPA	30	€132.24	€144.14	
Orchard Thieves Cider	30	€101.16	€110.26	
Orchard Thieves Cider	50	€168.59	€183.76	
Orchard Thieves Cider Blood Orange	30	€106.22	€115.78	
Product	Litres	Current List Price exclusive of VAT	New List Price exclusive of VAT	Price Promotion Discount *
Foster's	50	€161.93	€176.50	€37.40
Beamish Irish Stout	50	€143.15	€156.03	€18.18
Beamish Irish Stout	30	€85.90	€93.63	€10.91

This list cancels all others and is subject to alterations or withdrawal without notice.

Notes :

*HEINEKEN reserves the right at all times to withdraw the price promotion discount at any point in the future.

HEINEKEN would like to thank you for your custom