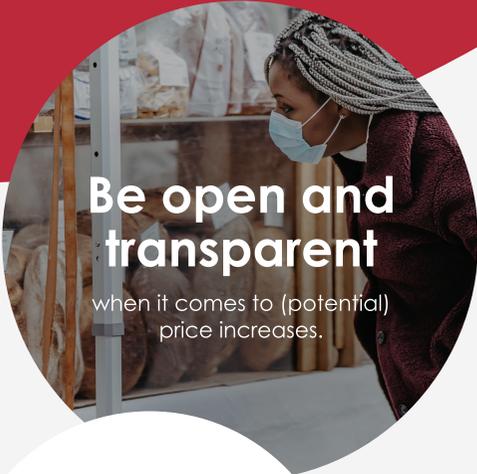


Communicating price increases to customers



Be open and transparent

when it comes to (potential) price increases.

Consider communicating

to your customers at Point of Sale or Online/Social channels.

Be prepared

Prepare yourself and your team of employees for effective communication on the matter.

Be positive

Maintain a positive outlook.

Focus on the quality

Emphasize your willingness and desire to maintain the same quality of finished goods.

Don't know where to start?

Here are some examples we prepared.

Dear valued customer,

Today, there isn't a company that would not be affected by the supply chain challenges, market inflation, rising commodity costs, and increased prices of ingredients such as wheat, which is essential for our industry. Unfortunately, [name of the business] is not an exception. To continue delivering the best quality products and service for you, we need to slightly increase the cost of our products as of [insert date].

We appreciate your understanding, continued loyalty, and support. For any questions, please do not hesitate to reach out to [contact person].

Thank you,
[Name of the business].

A friendly notice...

We want to let you know that there will be a slight increase in what you pay for our products. This increase was necessary due to the higher costs we pay to our suppliers, rising commodity costs, inflation, and other challenges many businesses are facing today. Unfortunately, it is unavoidable if we want to continue delivering the best quality products and services for you.

Thank you very much for your understanding, continued loyalty, and support. If you have any questions, we are here to help.

Thank you,
[Name of the business/Name of the owner].