

15th March 2025.

Dear valued customer,

It is with huge regret that we need to inform you of an increase in the price of our Coffee and some Hot Chocolate product pricing with immediate effect.

Our last price increase took place back in March 2022, when Green Coffee prices rose to new levels, this time raw coffee prices have risen to an 'eye-watering' 48 year high in mid-February, this has been caused by on-going drought conditions, the lowest rainfall in decades in Brazil with just 24% of the historical average there (the world's largest producer) and Vietnam (the world's 2nd largest producer), who together account for nearly 55% of World Coffee production. This has prompted concerns about availability of crop for this year along with climate change anxieties too. This news has inevitably been leapt upon by speculators too, frustratingly distorting the market to even higher levels (see graph below).

As our prices were based upon market levels seen last Summer, the World Coffee Market prices have risen inexorably since November 2024 (60% uplift in green prices in just 125 days, it actually reached at its peak an 80% uplift in February'25) and indeed there continues to be sharp daily movements in this very volatile market.

We have therefore been faced with no option but to increase our Coffee prices and on some Hot Chocolate product lines (the Cocoa market is proving equally volatile) with effect from 15th March 2025. We would normally try to give our customers advance warning of significant price changes, but this has simply not been possible this time around. Somewhat similar to Petrol Pump price movements, where they change rates without any warning. The price rises that we have been forced to make this month equates to around 4p per cup for an 8 fluid ounce (25cl) cup of Coffee.

Many of you will be receiving support from us with our Coffee equipment and we will continue to offer incentives based upon your on-going spend with us (this offer applies where our customer exclusively buying our Coffee, Tea and Hot Chocolate products). Indeed, as we have no intention in undermining the high quality of our Coffee products, unfortunately, we have been forced to make this unwelcome uplift in prices, however if budgeting is a concern to you, we also offer some lower priced coffee blends for you to consider as well.

Indeed, we would consider offering over-riders based upon annual spend (rebated in 2026 for those spending in excess of £ 12,000 per annum with us) and most importantly you can be assured that if the Green Coffee Market starts to drop back to more normal levels, **fingers crossed**, then our prices will be adjusted accordingly to ensure that we as always maintain a competitive edge but most importantly without us ever compromising on quality.

I realise that the timing of these price changes couldn't be at a worse time given the current economic backdrop and the impending increase in employers NIC contribution costs that's being imposed injudiciously by our Government. However, I must say that I've been in the Tea & Coffee business 47 years this year, my first job from school, and I've never seen a market behave like this in all that time.

I hope that you can see that we had little alternative but to raise our prices this month and we would like to take this opportunity to thank you for your business and your continued support.

Yours sincerely

NICK KLOS
Managing Director

PRODUCT CODE	WHOLE BEAN COFFEE	COST PER 6x1Kg SIZE CASE
MILA61B	Tudor Italian Milano Espresso Award winning full flavoured espresso blend, perfect for cappuccinos, lattes and flat whites	£99.00
RAIN61B	Tudor Rainforest Alliance Certified™ Amazonian Espresso – The Artisans Choice! Treble award winning ethically sourced and ecologically sustainable coffee. 100% Arabica rich dark espresso beans sourced from 100% Rainforest Alliance Certified farms	£108.00
CREMA EXCEL	Tudor Crema Excel Espresso Blended from the finest quality washed coffees sourced directly from fine growing farms in regions of Central and South America, ideal for use with all Espresso machines, with a distinctive golden crema	£96.00
RAIN61LB	Tudor Rainforest Alliance Certified™ Light – The Artisans Choice! Treble award winning ethically sourced and ecologically sustainable coffee. Medium roast 100% Arabica coffee sourced from 100% Rainforest Alliance Certified farms. A well balanced coffee with a hint of vanilla and low acidity	£108.00
ROMA61B	Tudor Italian Roma Espresso An award winning 100% Pure Arabica blend. A medium to dark roast blend – promises an excellent all-purpose espresso	£97.50
NAPO61B	Tudor Italian Napoli Espresso Very distinctive earthy blend, supreme for all espresso coffees	£96.00
ESPR61B	Tudor Dark Espresso Dark roast and full flavoured chocolate character espresso beans	£90.00
LATT61B	Tudor Italian Latte Espresso Blend An award winning Java based coffee, offers a full flavoured, smooth espresso coffee with a distinctive golden crema	£88.50

PRODUCT CODE	WHOLE BEAN COFFEE	COST PER 6x1Kg SIZE CASE
MOUN61B	Tudor Mountain Blend Superb all day coffee beans sourced from the finest plantations of South and Central America	£99.00
COLO61B	Tudor Colombian Pure Medium roast coffee sourced exclusive from Colombia, smooth all day coffee	£102.00
DIRE61B	Tudor Directors Blend Hugely popular medium roast all day coffee beans sourced from the finest plantations in South America and Africa	£99.00
DECA61B	Tudor Decaffeinated Decaffeinated medium dark roast beans	£120.00
BELG61B	Tudor Belgravia Blend Very popular slow medium roast all day coffee beans sourced from the finest plantations in South America and Asia. A 100% Pure Arabica blend	£105.00
ROCK61B	Tudor London Rocket Blend Light to medium artisan roast coffee beans. Offers light winery undertones with soft spiced notes and low acidity. Produces a superb flavoursome espresso and is a fantastic base for the most amazing flat white. A Gold Star Winner in the Great Taste Awards	£99.00
BREA61B-RICH-ROAST	Tudor Breakfast Rich Roast A 100% Pure Arabica blend offering light in body flavours with low acidity and a nutty character for that perfect all day style of coffee	£102.00

OUR BEST SELLERS

Pricing quoted may change due to fluctuations in prices in the Worlds coffee markets. Larger sized orders enjoy improved pricing

Units 31-35 Thurrock Commercial Centre, Purfleet Industrial Estate, Aveley, Essex RM15 4YD
 Sales Tel: 01708 866966 Option 1 Service Tel: 01708 866966 Option 2
 Email: sales@tudorcoffee.co.uk www.tudorcoffee.co.uk

PRODUCT CODE	PRODUCT	CASE SIZE	COST PER CASE Delivered to site	
			Based on 2 cases per delivery	Based on 5 cases per delivery
HOT CHOCOLATE OPTIONS				
CHOC101-ROYALE	Vending hot chocolate mix	10 x 1 Kg	£49.95 per case	£48.95 per case
RAIN-101CHOC	Rainforest Alliance hot chocolate mix	10 x 1 Kg	£58.50 per case	£57.45 per case
CHOC101-VH10	Van Houten hot chocolate mix	10 x 1 Kg	£59.95 per case	£58.45 per case
CHOC-101-FAIR-TRADE	Fair Trade hot chocolate mix	10 x 1 Kg	£79.95 per case	£77.95 per case
CHOC-ITAL2X2	Italian velvet hot chocolate	2 x 2 Kg	£48.00 per case	£46.00 per case
CHOC-W-ITAL2X2	White Italian indulgence hot chocolate	2 x 2 Kg	£52.00 per case	£51.00 per case
CHOC-VEGANK2G	Vegan hot chocolate powder	2 x 2 Kg	£52.00 per case	£51.00 per case
CHOC100	Tudor hot chocolate mix One cup sachets	100	£22.95 per case	£21.95 per case
CHOC-ITAL-ONECUP	Italian velvet hot chocolate one cup sachets	100	£31.95 per case	£30.95 per case

Delivery is free of charge for orders over £120.00. Any mix (net of vat) otherwise a delivery charge of £9.95. Delivery + vat (£1.60) Will apply.

Make with hot steamed milk

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