

Our granola sizes are changing and we want you to know why.

Taking care of people, communities and the planet is the reason we do the things we do. Making and selling the best tasting granola allows people to nourish themselves, their families and their communities and for us to stay true to what's important. However, in past, we have been challenged to do this by our own design... until now.

Over the years, as a result of flavour and formulation changes, our granola varieties have each been priced based on their ingredients and compositions. This has resulted in widely varying retail prices, confusing promotions and difficulty distributing our granolas into all markets. At the end of the day, our loyal consumers had to choose their favourite price rather than their favourite flavour.

In early 2022, and after much consideration, we decided it was time to simplify decision making for our consumers. After many months of consultations with trusted advisors, consumers and retail partners, we are finally ready to make changes to our granola business. Changes will include:

1. New package sizes that reflect consistent ingredient costs across the line up.
2. Single retail prices to allow for simplified shopping experience and flavour selection.
3. More promotional activity across each size group to increase consumer value.

Effective May 2023, you will start to notice our new packaging and pricing. While our sizes and prices will change, our commitment to quality and to our core purposes will remain.

While changing our sizes and prices will simplify the shopping experience for our consumers, it would be remiss not to acknowledge the fast changing and volatile nature of the ingredient markets and supply chain systems we must participate in. As such our new sizes and prices are also designed to help us to continue to do what we do but with the utmost care for both our loyal and new consumers and their expectation of Terra Breads value and as a brand.

Thank you for taking the time to read about the changes we are making and for being a valued consumer.

The logo for Terra Breads, featuring the words "TERRA" and "BREADS" in a white, serif font, stacked vertically and centered within a dark red rectangular background.

**TERRA
BREADS**