

**Registered Office:**

Plot 5A, Abuja Street, Banana Island,
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www.international-breweries.com

Thursday, 20th June 2024.

To: All Distributors, Bulk-Breakers, and Retailers

Dear Esteemed Business Partners,

PRICE REVIEW: BEER and MALT

We write wishing the best for you, and your business.

With reference to our notification letter communicated on the 17th of June 2024, we decided to review prices in our portfolio.

Please see below the new prices of our SKUs with effect from **20th June 2024**.

Brand	SKU	Size	Price to Distributor per case	Price to Sub- Distributor per case	Price to Retailer per case	Price to consumer per case	Price to consumer per unit
Castle Lite	RGB	600	5,660	5,930	6,200	7,800	650
Hero	RGB	600	5,200	5,380	5,560	6,960	580
Hero	CAN	330	9,000	9,310	9,620	12,000	500
Hero	CAN	500	11,830	12,265	12,700	15,600	650
Trophy	RGB	600	5,200	5,380	5,560	6,960	580
Trophy	CAN	330	9,000	9,310	9,620	12,000	500
Trophy	CAN	500	11,830	12,265	12,700	15,600	650
Trophy Stout	RGB	600	6,520	6,865	7,210	9,000	750
Flying Fish	RGB	420	8,180	8,550	8,920	11,000	550
Beta Malt	CAN	330	8,110	8,465	8,820	10,800	450
Grand Malt	CAN	330	8,115	8,470	8,820	10,800	450

Please bear in mind the following for these SKUs:

- All orders created in the system before 23:59 hours of 19th June 2024 will be charged at the current prices.
- All invoices issued by (or after) 00:00 hours of 20th of June 2024 will have the new prices, without any exceptions.
- The price on the invoice will depend only on time and date of invoicing, regardless of when the order was placed.

In conclusion, we urge all our business partners to follow this price chain to keep up with the excellent sales growth in past months and, at the same time, maximize your profits.

Thank you for your attention.

OLALEYE ABIMBOLA
Head of Sales, East