



May 21, 2025

RE: Price Increase Announcement

To Our Valued Customers:

Recently imposed tariffs have elevated the costs of procured goods. Southern Champion Tray continues to closely monitor the geopolitical landscape while actively collaborating with supply and trade partners to minimize cost increases. While we remain committed to absorbing as much of the impact as possible, the current market conditions have made it necessary to adjust pricing on products outlined below, sold in the United States.

Price Increase

- All Molded Fiber Items & Lids for Molded Fiber Items: 8%
- All Pink Bakery Boxes: 8%
- All Hot/ Cold Food Containers & Lids: 6%

Pricing for stock and custom items that fall into any of these three product categories will increase in price by the respective amounts. Please refer to page 2 of this notice for a list of stock items that will be impacted by the increase. The increase will go into effect on all deliveries and pickups made on or after July 6th, 2025, regardless of when the order is placed.

In order to better serve all of our customers, we are asking everyone not to exceed historical order quantities for any given item. We will not be able to honor buy-in orders prior to the increase.

For stock customers, your new pricing will be sent to you via email from your Account Manager within the next few weeks. For custom accounts, your SCT representative will be contacting you to review the details of your pricing.

We cannot thank you enough for your loyal support. We invite you to contact your local Account Manager, should you have questions. We sincerely appreciate your business, and please rest assured that we at SCT are doing everything possible to contain costs.

Sincerely,

Ross Farren
Director of Sales