



20 May 2022

Very Reluctant Price Increase

Dear Customer,

I am very sorry to let you know that we now have no alternative but to increase our prices as a result of the significant increases in the costs of our inputs. I wish to be clear that these changes are necessary to deal with our current situation and are not pre-emptive of further predicted inflation.

As you will be all too aware, the cost of labour, materials, shipping, energy and fuel have increased dramatically over the last six months. Prices for flour, fuel and energy -- three of our 'big four' inputs -- have all increased in double digits. Labour, our biggest cost, is not far behind, especially since the April increase in National Insurance. We are doing everything we can to reduce costs and have already saved all we can by shopping around for those few ingredients where provenance is less important. However, we are no longer able to absorb the cost increases and have no option but to increase our prices. I have no doubt most of you are facing similar issues and, like you, we will need to keep the situation under constant review.

My goal is and has always been to supply outstanding bread and pastries, made by hand with care and the best available ingredients. Switching to inferior inputs is simply not compatible with that goal. We have a genuine commitment to sourcing local, artisan ingredients, and to continuously improving our products -- quality is our primary goal and it is important that we be able to sustain this into the future.

Thank you for your understanding and your very valued loyalty.

Changes to delivery charges and minimum orders.

Home delivery fee £5.50, minimum order unchanged at £20. Bread co-ops: free delivery, £10 minimum order.

Yours sincerely,

A handwritten signature in black ink, appearing to read 'John Castley', written over a light blue background.

John Castley
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