



# KAUFFMAN'S<sup>TM</sup>

## FRUIT FARM & MARKET

since 1915

August 9, 2019

### An Open Letter To All Kauffman Wholesale Customers

Re: Ownership change and wholesale ordering policy changes

Good day friends,

Happy August. I'm pleased to inform you that Kauffman's Fruit Farm & Market has seen a change in ownership and management. Lonnie and Stanley Kauffman (5<sup>th</sup> generation Kauffmans) acquired the entire Kauffman business from former owners Dave, Ken, and Sam Kauffman (3<sup>rd</sup> generation Kauffmans) in July. Lonnie is CEO of the company.

As I look at the past and the future, one of the challenges I see is the question of how to bring some relief to my hard-working apple cider production crews in the peak apple cider rush in Q3 and Q4. We love to see the spike in cider sales during the peak season – and we thank you for your business and support of the Kauffman brand! – but this spike brings some human cost when my crews need to go to work at 1 or 2 a.m. every day just to keep up with the rush.

This year, we are addressing this challenge partly with improved internal staffing coordination, and partly with some policy/efficiency-driven changes for our wholesale sales division for Q4 of 2019 (October 1-December 31), as follows:

1. Partial seasonal price increase on apple cider – Most wholesale pricing on apple cider will be increased by 10% in Q4. Prices will decrease about 4% on January 1, 2020, for a net effective increase of 6% going into 2020 (as compared to today's pricing). A 6% price change was already scheduled for January 1, 2020.
2. Delivery fee – Delivery fees on orders delivered by a Kauffman truck will be eliminated in Q4 and for all of calendar year 2020.
3. Minimum order amounts for delivery – In Q4, there will be a \$200 minimum order amount for any order delivered by a Kauffman truck. There will not be any minimum order amount for orders that are picked up at our dock. This minimum order requirement will decrease to \$100 for Q1 and Q2 of 2020. Minimum order requirements are for product, not container deposits.
4. Refunds/credits on expired apple cider – We will no longer offer refunds or credits on expired apple cider, or accept returns of expired cider. We encourage customers who were accustomed to this service to use your historical sales records to help determine appropriate order amounts so as to minimize or eliminate any problem around expired apple cider.
5. Ordering methods – This is not a policy change (yet), but we are working to bring some new ordering tools in the near future to make your interactions with our wholesale sales team easier and more efficient.

If you have any questions or feedback on any of these wholesale policy changes, I welcome that. Feel free to contact me directly. Again, a big thank you for your business! And cheers to a great autumn and holiday sales season!

Best regards,

Lonnie Kauffman, CEO | [lonnie@kauffmansfruitfarm.com](mailto:lonnie@kauffmansfruitfarm.com)