



October 1, 2025

RE: Beverage-Air & Victory Price Increase

Dear Valued Customer,

As a partner committed to providing the highest quality commercial refrigeration products, we want to keep you informed of changes impacting our industry. Due to continued inflationary pressures and significant volatility in raw material, freight, and labor costs, both Beverage-Air and Victory Refrigeration will be implementing price adjustments across their product lines.

These increases are necessary to offset rising expenses in sheet metal, energy, transportation, and wide array of component sourcing- factors that have impacted all manufacturers in our sector. While we have absorbed much of this volatility over the past year, the sustained cost environment now requires us to take action to ensure product availability, product quality, service levels, and long-term stability. All of us at Beverage-Air and Victory thank you for your continued support and patience.

- **Open Orders:** Pricing will be honored on orders marked for shipment prior to April 1, 2026. POs with later ship dates will need to be repriced. Customer Service will reach out to you if repricing is required.
- **New Orders:** Orders placed before January 1, 2026, will be processed at current pricing if:
  - Marked for shipment by January 31, 2026 (or standard lead time if later than 1/31/26)
  - They are not clearly in excess of historical business volume (i.e. no “price protection” POs)

**The following price increases will go into effect January 1, 2026: Updated Price lists will be available soon.**

**Beverage-Air:**

- Marketeer Series: 4%
- Vuemax Series: 4%
- Novelty Cases: 4%
- Dipping Cabinets: 4%
- Deli Cases: 4%
- Countertop Units: 4%
- Blast Chillers: 6%
- All other Beverage-Air product offerings including parts and accessories: 6%

**Victory:**

- All Victory product offerings including parts and accessories: 6%

Best Regards,

Korey Brownlee  
President  
Beverage-Air & Victory