

Subject: An Important Update: The Next Chapter for BiRite Foodservice and Pacific Gourmet

Dear Valued Partner,

Three years ago, when our family company, BiRite Foodservice, welcomed Pacific Gourmet into our fold, we embarked on a journey to bring together two dedicated teams with a shared passion for exceptional food and outstanding service. Throughout this time, your loyalty and partnership have been the driving force behind everything we do, and we are incredibly grateful for the trust you place in us every day.

Today, we are reaching out to share an exciting next step in our evolution. At the end of this year, we will be fully merging the Pacific Gourmet business into our main physical location, moving forward officially under a single, unified name: **BiRite Foodservice**.

We understand that changes of this scale can raise questions, and our absolute priority is to ensure this transition is seamless, clear, and highly beneficial to your business. By bringing our teams, inventory, and operations under one roof, we are creating a more efficient, comprehensive partner capable of supporting all your culinary and operational needs.

Here is what this next chapter means for you and what you can expect moving forward:

- **An Expanded One-Stop Catalog:** You will continue to have full access to the unique, high-quality specialty items you love from Pacific Gourmet. Additionally, you can now seamlessly tap into BiRite's massive inventory of thousands of items across new categories, including a very large selection of everyday and gourmet dairy, fresh meat and seafood, fresh produce, and essential everyday food and nonfood supplies.
- **Access to Product Specialists & Category Experts:** To support your menu development and purchasing needs, you will now have direct access to BiRite's dedicated group of product specialists and category experts. They are here to provide tailored consultations, product training, and insights to help your business thrive.
- **Expanded Delivery Reach & Frequency:** Because BiRite maintains a larger delivery footprint, we are expanding both the radius and the frequency of deliveries for Pacific Gourmet's product line. For example, customers in outlying regions like Sacramento will see delivery availability increase from once per week to four days per week, giving you significantly more flexibility when managing your kitchen's inventory. Customers in Monterey and surrounding regions will similarly benefit from our expanded route schedules.
- **Streamlined Operations (Beginning October 5, 2026):** On October 5, 2026, all ordering, invoicing, and deliveries will officially consolidate into a single system. This firm transition date gives our teams plenty of time to work closely with you beforehand, ultimately saving you valuable administrative time and reducing traffic on your receiving dock.

- **The Same Dedicated Service:** While our physical backdrop is changing, our commitment to you remains unwavering. We are working diligently behind the scenes to ensure that the core relationships you rely on—from your sales representatives to our customer service teams—remain intact and ready to support you.

This is a significant milestone for our family business, and we want to assure you that we are managing every detail of this transition with the utmost care. Over the coming months, your sales representative will reach out to provide specific operational details, key dates, and any minor updates to your ordering process.

We look forward to continuing to grow alongside your business and serving you for many years to come. Thank you for being a vital part of our extended family.

If you have any immediate questions or thoughts you would like to share, please do not hesitate to reach out directly to your sales representative or contact our transition support team at OneBiRite@birite.com.

Warmest regards,

Aaron Barulich

President

BiRite Foodservice