



To Our Valued Ocean Spray Auction Customers:

As you have heard, Ocean Spray recently closed its acquisition of Atoka Cranberries Inc. Through that transaction, Ocean Spray immediately expanded its portfolio of cranberry concentrate and juice commodity offerings. Now, Ocean Spray must find the most effective ways to generate and meet demand for its pre-existing Mash and CCE inventories, plus the recently acquired inventories. In order to avoid any possible confusion from trying to sell these various products across differing platforms and to most effectively meet our customers' needs, we have decided to suspend the mash concentrate auction.

While we understand this may come as a surprise to some of our customers, we believe this change is appropriate under the circumstances. Instead of the auction, we plan to use our newly acquired Atoka division as a springboard to reassess our go-to-market strategy and to provide our customers a single mechanism to purchase all of our concentrate products. Consequently, we do not plan to schedule any mash concentrate auctions after the auction that will be conducted on July 25, 2018, with a limited quantity of concentrate offered. Of course, we will honor all existing auction contracts.

We appreciate your continued business. Please contact your local Ocean Spray representative with any questions.