



**Electrolux
Professional
Group**

Americas

November 24, 2025

TO: All Electrolux Professional Group Channel Partners
FROM: Brent Barkley, Head of Beverage & Food Prep, Americas
RE: Electrolux Professional Group Price Adjustment Effective Jan 1, 2026

Electrolux Professional Group Dealers, Customers, and Independent Manufacturer Representatives,

On Oct 1, 2025, we communicated plans to increase pricing on beverage products effective January 1, 2026. The list price increase varies by brand as follows:

UNIC: ~6.5% (Varies by item)
Crathco: ~5.5% (Varies by item)
Grindmaster: 3% (Retail Grinders only)
Grindmaster Parts: 6%

Individual items may be higher or lower and will be communicated via the published price lists. We have taken a very aggressive stance to minimize the cost impacts on our Customers and Partners.

Quotations created prior to January 1, 2026, that do not reflect the most recent 2026 increase, will need to be requested if the order is shipping on or after January 1, 2026.

AutoQuotes is scheduled to reflect updated pricing for brands – to include Grindmaster, Crathco & UNIC – on December 15, 2025.

We thank you for your continued support of our company. We will continue to earn your business every day through exceptional customer service, high-performance products, and unique solutions that help make our customers' work-life easier, more profitable – and truly sustainable every day.

Sincerely,

Brent Barkley
Head of Beverage & Food Prep, Americas
Electrolux Professional Group



GRINDMASTER

CRATHCO

UNIC



Electrolux Professional, Inc.

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