

December 26, 2025

Subject: Update to UMRP Multipliers for Select DEAN Products

We are writing to inform you of an upcoming update to the Unilateral Minimum Retail Pricing (UMRP) for select DEAN products, effective February 1, 2026.

What's Changing

Beginning February 1, 2026, the UMRP multiplier for the following product families will be adjusted from 0.46 to 0.42:

- DEAN Super Runner fryers (SR142, SR152, SR162, SR114)
- DEAN Power Runner – SPV (1PRG50T-SPV)

What's Not Changing

- All other DEAN models will maintain their current UMRP multiplier (i.e., 0.42).

Why We're Making This Update

Our goal is to align retail pricing with current market conditions and ensure our DEAN-supporting dealer partners are fully competitive. You may have already heard from our sales team, or you will soon (either directly or through your buying group) about improved purchase pricing effective 1/1/26 to help protect your profitability.

If you have questions about how this update may affect your upcoming purchases, please reach out to your sales representative.

Thank you for your continued partnership.



Kirk Goss
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