



FOOD EQUIPMENT GROUP

VULCAN ORGANIZATION ANNOUNCEMENT

June 1, 2026

As part of Vulcan's continued commitment to providing industry-leading cooking equipment, we are announcing an important update to our pricing policy.

In response to changing market dynamics, effective August 1, 2026, Vulcan will transition from its current UMRP (Unilateral Minimum Resale Price) policy to a MAP + MRICP (Minimum Advertised Price + Minimum Resale Internet Cart Price) policy.

After careful evaluation, we believe this transition will strengthen our competitiveness in the marketplace and better support our organic growth initiatives. The updated pricing policy is intended to add simplicity and provide our channel partners with greater flexibility in competitive and price-sensitive opportunities.

In conjunction with this transition, Vulcan is also reviewing overall pricing strategy and competitive positioning across key product categories. As part of this effort, select pricing adjustments will be made to better align with current market conditions and support our channel partners.

To further reinforce Vulcan's commitment to our sales strategy and channel partnerships, **Roxanne Holt** will be taking on responsibility for the Vulcan sales team as **Vulcan Sales Manager**. Roxanne is a long-term Vulcan employee with deep product knowledge, strong affinity for the Vulcan brand, and a proven connection to our business and customers. Her leadership will help ensure continued alignment between our sales strategy, channel support, and long-term growth initiatives. Roxanne will continue to report to Amber Pfohl, and Erin Connoles, Max Parish and TJ Brillhart will report to Roxanne.

Updated Vulcan price files reflecting the new MAP + MRICP policy will be available beginning July 1, 2026, and will supersede all prior policies related to UMRP pricing. Wolf's MAP policy will remain unchanged.

We appreciate your continued support and partnership and look forward to building on our shared success.

A handwritten signature in black ink, appearing to read 'M. Glueck'.

Markus Glueck
Group President

