



WOODS

SUSTAINABLE FOODSERVICE

APRIL 2026 PRICING
UPDATES

DEAR VALUED CUSTOMER,

As we approach the spring/summer season, we want to take this opportunity to thank you for your continued loyalty and commitment to Woods Foodservice. With our recent acquisition of John Mower & Co and our newly awarded B-Corp status, we are aware that our customers are main driving force, making these strides towards growth possible for us.

With this in mind, and in alignment with our promise for transparency and clarity, we would like to share our most recent pricing updates with you.

We have recently made the decision to fix our ambient pricing for 6-months at a time to provide consistency for our customers. The chilled pricing runs for 3-month periods, and Fresh Produce continues to be reviewed monthly. With this being said, we will provide interim changes aligning with the market where absolutely necessary.

Please see the key market updates included in your pricing changes below. All prices will be effective as from 01.04.2026.

Dairy decreases:

This period's review includes price reductions across our BV dairy range, covering a number of key dairy lines. In addition, we have successfully negotiated lower prices on Double and Whipping Cream from Wells Farm Dairy, effective from 01.03.26 — the same date the reduction was implemented by the supplier.

It was important to us to pass these savings on immediately, as we recognise that these are key, price-sensitive products for our customers.

We will continue to closely monitor the volatile dairy market and ensure our pricing remains aligned with market conditions.



Oil decreases:

Despite the broader market trending upwards in oil prices, we have secured lower contracted pricing for the next six months, supported by the increased sales volumes following the John Mower acquisition.

We understand that this product is critical to maintaining competitive price points, and we have received clear feedback that price reductions are essential. As a result, we are committing to sharp, fixed pricing for our customers throughout this period.

Boiron increases:

In December 2025, we were presented with cost price increases from Boiron Puree's as a result of several impactful factors.

-Climatic factors: a spring frost followed by an intense 40-day drought has severely affected red fruit crops in Eastern Europe. For instance, Serbia's raspberry harvest fell from 55,000T in 2024 to just 15,000T in 2025. In Poland, strawberry yields dropped by 50% and sour cherries by 70%.

-Social factors: wages in Eastern European countries have risen sharply over the past three years — in Poland, they have almost doubled during this period.

-Exotic fruit sector: the coconut market remains under pressure due to soaring demand in China, while pineapple is also in high demand in the United States.

Having absorbed the impact of this for 5 months, we unfortunately need to pass these on in line with current market pricing.



Chocolate decreases

We have secured significant price reductions across the Callebaut chocolate range by leveraging economies of scale through our buying group, Caterforce. We are also aware that the cocoa commodity pricing has recently seen a decline, so these factors combined have placed us in a strong position for this pricing review.

In addition, we have recently introduced a premium alternative range, XOCO, providing customers with further choice and flexibility depending on their requirements.

Mayonnaise increases

Following a recent change in trading structure from Unilever, their previous promotional model has been replaced with a fixed pricing structure, with fewer promotional opportunities throughout the year. As a result, we have needed to realign our net costs accordingly.

To support customers with managing costs on this key line, we continue to offer our own-label luxury mayonnaise under the Spence brand, which is approximately 30% more cost-effective than Hellmann's.

Providing practical solutions to cost pressures on core products remains a priority for us.

Parmesan increases

During this pricing period, we have seen increases across Parmesan products and selected European cheese lines. The market for Parmigiano Reggiano in particular remains firm, with elevated milk prices in Northern Italy, high energy and production costs, and the inherent 12–36 month ageing cycle continuing to place pressure on supply.

In addition, export demand has remained robust across key markets, while production growth has been measured, resulting in tight availability of mature wheels. This combination of sustained international demand and constrained supply has driven a continued upward movement in wholesale pricing through Q1.

We are actively managing this position and remain in close dialogue with our producers to protect competitiveness wherever possible. Our focus is to ensure price stability for our customers while maintaining the quality and provenance standards expected within the London premium dining sector.

THANK YOU

As always, we welcome feedback from our customers regarding this pricing review, as well as our service and product range more broadly. Please contact your BRM should you wish to discuss any aspect in further detail.

In the meantime, the Woods team wishes you a successful and prosperous summer season. We value your continued partnership and look forward to supporting your business through this exciting period of growth.



Head of Procurement

Rosie@woodsfoodservice.co.uk