



April 29th, 2025

To our Valued Partners,

We have spent the last seven years building our business around a 100% dedication to supporting our brick and mortar wholesale and distribution partners. Now, during this volatile time, we want to reassure you that BAYDOG has your back.

Last summer, when the notion of tariffs was first introduced during the presidential campaign, BAYDOG made the strategic decision to act as if it was a certainty. We borrowed as much money as we could, accelerated our factory runs, and brought a year's worth of inventory into our warehouse prior to the tariffs taking effect. This was the right thing to do to safeguard our business and that of our retail partners.

As a result of these actions, we anticipate **NO PRICE INCREASES IN 2025**.

This past week, both the President and Treasury Secretary stated that the reciprocal tariffs effecting our business are not sustainable. However, as long as they persist, we will continue to take necessary action to avoid passing on price increases.

We are proud and humbled to have so many loyal partners, and we will continue to work every day to make doing business with BAYDOG easy, straight forward, and profitable. Please do not hesitate to reach out if there's anything we can do to further support you and your business.

Sincerely,

A handwritten signature in black ink that reads "Bart".

Barton O'Brien
Founder, CEO

