



May 15, 2018

Dear Valued BlueStar® Dealer,

It has been an exciting year so far for BlueStar®, and thanks to your support, we believe the best is yet to come! We continue to focus on ensuring that all our products exemplify the chef-inspired performance, handcrafted quality and virtually limitless customization capabilities that our customers demand. We also strive to provide value as evidenced by the recent relaunch of our “Bundle & Save” promotion that dramatically increases the incentive for consumers to select a full BlueStar® suite.

As we look towards the second half of the year, BlueStar® is focused on investment in the business for the growth and profitability of all our channel partners. We are committed to offering fair value for our premium appliances. Over the past six months, we have experienced sharp increases in our costs (such as raw materials like steel, as well as labor costs). To support the objective of offering our customers commercial-quality, handcrafted appliances from Pennsylvania, we periodically find it necessary to adjust pricing to accommodate these increasing costs. BlueStar® will therefore be implementing a price increase effective July 16, 2018. Orders against the current pricing schedules must be received no later than Friday, July 20, 2018. This should allow sufficient time for you to protect pre-sold orders and advise potential clients of the change.

Your BlueStar® Territory Manager will be following up with you directly to answer any questions and discuss additional opportunities for expanding your BlueStar® business. They will also gladly share with you the exciting plans we have for promoting the brand for the balance of this year and beyond!

In closing, I would like to take this opportunity to personally thank you for your business. We understand and appreciate the efforts that you put forth to support our brand, and we are grateful for your commitment and partnership. I’m confident that I am joined by all of the associates at BlueStar® in wishing you continued growth and prosperity!

Best Regards,

Karol Becker
Vice President of Sales