

To our loyal customers,

We are excited to share that on Monday, August 3 we will begin using all-natural dyes for our icing while still maintaining the signature Ukrop's taste that you have enjoyed for decades.

Here are a few helpful details about this transition:

- You may notice that **all-natural food coloring produces slightly more muted colors** than those produced using artificial dyes.
- Cakes ordered for pickup online or purchased in stores **after Monday, August 3 will be produced with the all-natural icing** and slightly changed colors.
- **A color guide on the following page represents the new, all-natural colors.**
- Photographs on our website **today represent artificial colors** currently being used.
- **Photographs representing the new, all-natural colors will be updated on the website on Monday, August 3.**
- **This change currently applies to icing only.** Rainbow Cookies and other products (including Picture Perfect edible images) will be updated to the all-natural colors later.

Our goal in making this change is simple: to bring you the same delicious icing you love, made with ingredients that meet today's expectations.

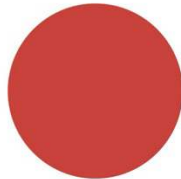
Please reach out to us at nourish@ukrops.com or call 804-340-3000 if you have any questions or concerns.

It's always a pleasure to serve you.

The Ukrop's Team



All-Natural Icing Colors



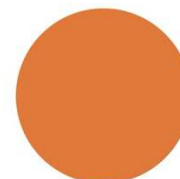
RED
DB453A



PINK
F2A5C3



PALE PINK
F7EBEF



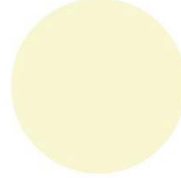
ORANGE
EF8137



PEACH
F7B66F



YELLOW
F1ED77



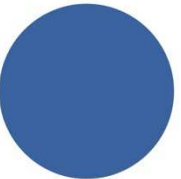
PALE YELLOW
F9F6D7



GREEN
97C347



PALE GREEN
D7EBD0



BLUE
386DB5



PALE BLUE
D3EBF2



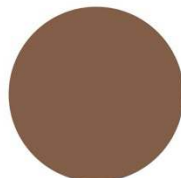
NAVY BLUE
283756



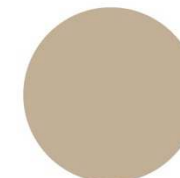
PURPLE
55377F



MAROON
681D35



BROWN
91654E



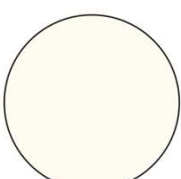
TAN
CCB6A2



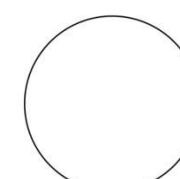
GRAY
C9C9C6



BLACK
2D2D2D



IVORY
FFFFFF0



WHITE