



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.

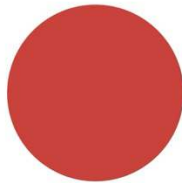
Please reach out to us at nourish@ukrops.com or call 804-340-3000 if you have any questions or concerns.

It's always a pleasure to serve you.

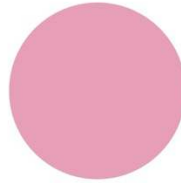
The Ukrop's Team



All-Natural Icing Colors



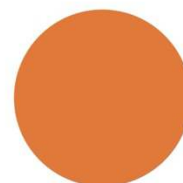
RED



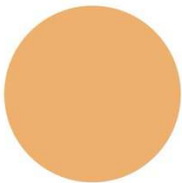
PINK



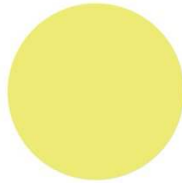
PALE PINK



ORANGE



PEACH



YELLOW



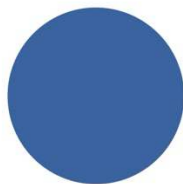
PALE YELLOW



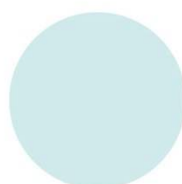
GREEN



PALE GREEN



BLUE



PALE BLUE



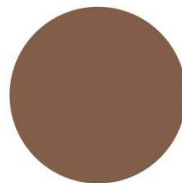
NAVY BLUE



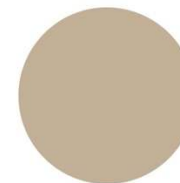
PURPLE



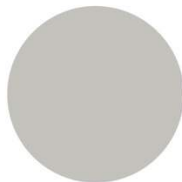
MAROON



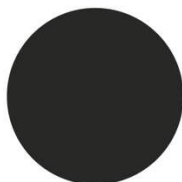
BROWN



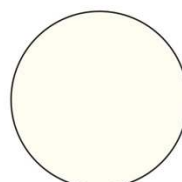
TAN



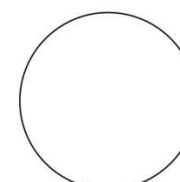
GRAY



BLACK



IVORY



WHITE