

Ateeco, Inc.

Mrs. T's Pierogies (Pierogies) Increase +6.3%

Pricing for this contract has been held for one year. This pricing adjustment is related to the wheat commodity market. Due to crop shortages in the past year, wheat prices have increased.

Coffee

Kraft (Roasted) Decrease -4%

This adjustment is driven by commodity coffee market changes. The commodity markets have recovered slightly after a year of low supply due to adverse weather in the key coffee producing nations of Brazil and Columbia.

Dole Packaged Foods Company (Pineapple, Packages Fruit & Juices)

No. 10 Pineapple Increase +3.0%

Fruit Bowls (4 oz and 7 oz) Increase +3.4%

Pineapple Juice Increase +5.0%

The increase is driven mainly by flooding in Thailand that affected pineapple crops. Most vendors and Dole buy from Thailand. Other contributing factors are demand from China and increasing freight costs.

Fountain Syrup

PepsiCo, Dr. Pepper/7 Up, Coca Cola Increase +4.5% to +4.8%

These increases are driven by increased cost of goods and continued investment in innovation and service.

Grecian Delight (Authentic Greek Foods: Gyro Meats, Pita Bread, Sauces)

Falafel Increase +15%

Product pricing has increased due to a 20% increase in the cost of garbanzo beans, one of the main ingredients. Other ingredient costs also increased including split peas (+38%), eggs (+17%) and semolina flour (+75%). Other items supplied by Grecian Delight increased 2% and those adjustments are based on increased costs of beef, dairy, wheat and freight.

Juice Products

King Brands (Aseptic Bulk Juice; Apple, Cranberry & Fruit Punch) Average Increase +3.7%

Gregory (All fresh and frozen Suncup Label Portion Juice Products) Increase +3.5%

Izze Beverage (Sparkling Juice) Increase +3.0%

Naked Juice Increase +3.0%

Tropicana Product (Single Serve and Multi Serve 100% Juice & Juice Bev) Increase +3.0%

Apple juice supplies are declining amid fears of declining Chinese production and adverse weather and this has pushed commodity prices up. Orange juice futures climbed significantly in October 2011 in signs of dwindling sales and supplies in the U.S. Tight supplies and diminishing demand have caused orange juice futures to increase.

Jams, Jellies & Peanut Butter

JM Smuckers Peanut Butter Increase +40%

JM Smuckers and Heinz Jellies & Jams Increase +17%

Jams and jellies that use berries will increase based on crop shortages which have caused market increases of many fruits that are used as main ingredients. Increasing peanut butter consumption and a shrinking peanut supply due to droughts have caused the price of peanuts to skyrocket. Consumption has increased by +10% since 2008. Higher usage is due to traditional protein sources like meat being more expensive. Some consumers have turned to a shelf-stable high-protein meal with peanut butter. As a result, peanut butter companies are raising prices by as much as +40%. Based on late August conditions, U.S. peanut yields for 2011 are expected to fall to 3,104 pounds per acre, versus 3,311 pounds last year. This follows an -11% reduction in harvested acreage.

Ventura Dressings

No Change

Knouse Foods, Inc.

Apple Products & Pie Filling Increase up to +13%

This pricing increase is driven by an apple shortage and an increase in high fructose corn syrup costs. The increase will vary on items depending on how the amount of apple used in the products. Apple sauce and sliced apple items use the most apples and will be a +13% increase.

Nestle (Canned Entrees)

Canned Corned Beef Hash & Chili Products Increase up to +3.5%

Beef, one of the main ingredients in these products continues to climb due to the downsizing of the US Cattle Herds in conjunction with greater export demands. This price change is also being driven by corn packaging and freight costs.

Norpac

Frozen Vegetables Increase +4% to +7%

Price increased are taking place on all frozen vegetables this season due to crop shortfalls. In addition, the USDA has reported that U.S. farmers will plant fewer acres of the major freezing vegetables in the coming year. This forecast, in conjunction with the crop shortfalls, has influenced this pricing change. This new pricing is fixed through January 31, 2012.

Producers Rice Mill, Inc.

White Rice Increase +15%

Due to crop issues to bad weather, the Arkansas Parboiled Rice Rate (a key market index) went up almost 34% in the past year. Our price has not changed since last January. While this pricing adjustment is not expected to change until January 2013, the market is expected to continue rising over the next year.

Boghosian Raisin Packing Company & Stapleton Raisin Company

Regular Raisins Increase +5.0%

Golden Raisins Increase +9.0%

Raisins have increased in price due to consumer demand and higher demand from wineries. Wineries are in need of white grapes and are paying top dollar for Thompsons grapes -- the premium grape for making raisins. These two sides of the market have caused demand for Thompsons to nearly double this year.

Regional Bakeries

Bimbo Bakery & Old Country (CA, NV, AZ) Increase +5.0%

Flowers (DSD) Bakery Increase +4.0%

These pricing increases are a result of commodity pricing --namely wheat, which has increased in the past year due to shortages. Other contributing factors are the increased costs of labor and fuel. For Bimbo, this adjustment brought pricing in line with other Bimbo Bakery markets. Pricing was held in these three states for a year and a half leading up to this adjustment.

Windsor Foods

Egg Rolls, Pot Stickers, Asian & Mexican Appetizers Increase +4.0%

Increase is driven by corn, dairy and wheat markets.

Commodity Driven Contracts

The contracts below are formula-based, reflect the markets and change monthly or quarterly. We will not always provide an explanation for pricing changes, as the pricing of these programs continually ebbs and flows with the markets. A yearlong snapshot of pricing gives the most appropriate view of the benefits associated with Best Western MarketPlace's negotiated pricing, and the monthly pricing reflected does not portray the full year benefit. However, we do want to keep you informed

Beef

| | |
|--|----------------|
| Cargill Whole Deli Roast Beef & Pot Roast | Increase +1.5% |
| Cargill Raw Processed Beef (Stew Beef, Cube Steaks, Kabob Meat & Julienne Strips) | Increase +4.9% |
| Cargill Ground Beef (Ground Beef Patties & Bulk, Meatloaf, Salisbury Steaks) | Increase +5.6% |

Demand continues to outpace supply: Beef pricing continues to climb due to the downsizing of the US Cattle Herds on conjunction with greater export demands. The USDA's Economic Research Service projects the trend will continue but at a slower pace with the 2012 CPI at 4.5% to 5.5%.

Cellucap

| | |
|---------------------------------|----------------|
| Chef Hats & Hairnets | Increase +5.0% |
|---------------------------------|----------------|

Entegra has been successful in deferring a price change in this category for 36 months during a time of increasing raw material prices, inbound and outbound freight. These inflated cost levels have resulted in an increase across all items in the chef hat and hairnets category.

Cheese

| | |
|---|----------------|
| Schreiber Foods, Inc. (Processed Cheese) | Increase +3.0% |
| DCI (Natural Cheese) | Decrease -6.7% |

Cheese pricing for Schreiber has increased as a result of increased demand related to the holidays. Also, Mexico formally lifted tariffs on U.S. products that were in place since 2009. Mexico, the third largest trading partner for the U.S., had imposed the tariffs after years of debating over a provision in the North American Free Trade Agreement that prevented Mexican long-haul trucks from entering into the U.S. With the tariff lifted, Mexico can transport cheese from the U.S. which decreases inventories further. DCI has decreased due to the CME cheese market declining sharply.

Farmland Foods

| | |
|---|----------------|
| Raw & Cooked Bacon | Decrease -1.6% |
| Breakfast Sausage | Decrease -3.0% |
| Ham (Category) | Decrease -1.0% |
| Fabricated Pork (chops, tenderloins) | Decrease -1.3% |
| Hot Dogs, Sausage & Pizza Toppings | Decrease -1.7% |
| Fresh Pork | Increase +0.6% |

General volatile market conditions have led to market adjustments from prior high prices. Frozen Belly stocks (source of bacon) have recovered over the past two months - this past fall pork bellies has higher prices coupled with reduced consumer demand. As we move into winter months with an increase in holiday meals, seasonal demand is pushing up the prices of fresh pork.

Kraft Foods

| | |
|---------------------|----------------|
| Cream Cheese | Decrease -3.7% |
|---------------------|----------------|

Koch Foods

| | |
|---|----------------|
| Bone in Breaded | No Change |
| Bone in Raw | Increase +0.2% |
| Breaded Boneless Breast | Increase +0.8% |
| Breaded Nuggets & Patties | No Change |
| Raw Boneless | Increase +1.3% |
| Pulled, Diced & Cooked Strips | Increase +0.2% |
| Breaded Tenders, Tenderloins, Popcorn & Strips | Increase +1.0% |
| Cooked Un-breaded Breasts & Patties | Increase +0.7% |
| Wings | Increase +0.5% |
| CVP | Increase +1.5% |

Michael Foods Inc.

| | |
|---------------------|----------------|
| Egg Products | Decrease -5.1% |
|---------------------|----------------|

The pricing decrease is due to Entegra negotiating lower formula cost inputs for 2012 and adjustments made based on grain costs. Entegra has taken advantage of a rare opportunity when future grain prices are lower than current prices. For the first quarter of 2012 we will use this as our input cost. Entegra will continue look for innovative ways to reduce the cost of goods to our clients throughout the year.

Pactiv, Prairie & Newspring

| | |
|---|----------------|
| Polypropylene (deli containers, Newspring) | Decrease -1.5% |
| Aluminum (foil products) | Decrease -2.0% |
| Polystyrene (tableware) | Decrease -0.6% |

Slight relief in raw material costs and freight have led to a flattening in the Pactiv resin and aluminum based categories over the past 6 months. Pactiv product prices are heavily impacted by a range of resin cost drivers as well as other market prices inputs and have resulted in this price reduction.

SCA

| | |
|---|----------------|
| Recycled content napkins, towel & tissue | Increase +4.0% |
|---|----------------|

SCA prices are directly impacted by raw material prices for bleached and un-bleached recovered fiber paper as well as by freight, energy and processing costs. There have been increases in the cost of recovered fiber over the past nine months as China has increased their demand for such items and the supply remains limited. Over this time period, there were increases in the prices of recycled corrugated containers and increased in recovered sorted office waste and coated book materials.

Other Contracts

| | |
|--|----------------|
| Ventura Foods (Bulk Margarine) | Increase +0.5% |
| Ventura Foods (Oil, Shortening) | Increase +0.7% |
| Tenderpress Chicken breast | No Change |