FireLake Foods customers,

We appreciate your loyalty and take our commitment to this community seriously. As your local grocer, we see our stores as a vital service during these difficult times.

We have heard concerns from our customers about price increases on items throughout the store. Many Oklahoma grocers and national retailers like Kroger, Wal-Mart, and Amazon have addressed similar complaints as they have had price increases as well.

This is a matter of supply and demand. As demand for items has increased, the price of the goods has increased as well. As we all stay home and limit our trips for essential goods, there has been a shortage of many supplies.

The price increases start at the manufacturing level as companies have had to increase production and hire more employees to keep up with the demand. They pass down those cost increases to our wholesalers, who then pass them on to us. We understand that these price increases and the lack of items is frustrating; we’re just as frustrated. We’ve built our stores on offering everyday low prices and we are in daily contact with our wholesalers to find the lowest prices possible.

Price gouging occurs when a seller increases the prices of goods, services or commodities to a level much higher than is considered reasonable or fair. On items we’ve had to purchase at a higher cost, we are re-selling many of them at, or slightly above, the price we paid for them. This is much lower than the typical margin we usually have on grocery items.

Prices will continue to fluctuate depending on the supply chain and demand for the items. It’s our commitment to you that when we receive items at a lower price, we will pass along those savings to you, just as we always have.

We take great pride in giving back to our community and we value your trust. We would not jeopardize these relationships or long-term stability for a short-term opportunity to unfairly increase our prices or to take advantage of your trust.

Sincerely,

Richard Driskell, Director, FireLake Foods