

UNITED STATES  
SECURITIES AND EXCHANGE COMMISSION  
Washington, D.C. 20549

SCHEDULE 14A  
(Rule 14a-101)

INFORMATION REQUIRED IN PROXY STATEMENT

SCHEDULE 14A INFORMATION

Proxy Statement Pursuant to Section 14(a) of the Securities Exchange Act of 1934

(Amendment No. )

Filed by the Registrant

Filed by a Party other than the Registrant

Check the appropriate box:

- Preliminary Proxy Statement
- Confidential, for Use of the Commission Only (as permitted by Rule 14a-6(e)(2))
- Definitive Proxy Statement
- Definitive Additional Materials
- Soliciting Material Under § 240.14a-12

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PRIMO WATER CORPORATION

(Name of Registrant as Specified In Its Charter)

LEGION PARTNERS HOLDINGS, LLC  
LEGION PARTNERS, L.P. I  
LEGION PARTNERS, L.P. II  
LEGION PARTNERS, LLC  
LEGION PARTNERS ASSET MANAGEMENT, LLC  
CHRISTOPHER S. KIPER  
RAYMOND T. WHITE  
TIMOTHY P. HASARA  
HENRIK JELERT  
DEREK R. LEWIS  
LORI T. MARCUS

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(Name of Persons(s) Filing Proxy Statement, if other than the Registrant)

Payment of Filing Fee (Check all boxes that apply):

- No fee required
  - Fee paid previously with preliminary materials
  - Fee computed on table in exhibit required by Item 25(b) per Exchange Act Rules 14a-6(i)(1) and 0-11
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Legion Partners Holdings, LLC, a Delaware limited liability company (“Legion Partners Holdings”), together with the other participants named herein (collectively, “Legion”), has filed a definitive proxy statement and accompanying WHITE proxy card with the Securities and Exchange Commission to be used to solicit votes for the election of its slate of highly-qualified director nominees at the 2023 annual and special meeting of shareowners (the “Annual and Special Meeting”) of Primo Water Corporation, a corporation continued under the laws of the Province of Ontario (the “Company”).

On April 6, 2023, Legion posted the following materials to [www.PurifyThePrimoBoard.com](http://www.PurifyThePrimoBoard.com):

The screenshot displays the website for the "Purify the Primo Board" campaign. At the top, there is a logo with a water drop icon and the text "Purify the Primo Board". Below the logo is a light blue header with the text "CAMPAIGN MATERIALS".

The main content area is divided into two sections:

- Shareholder Materials:** A list of documents with their dates:
  - 04/06/23 – Proxy Supplement – April 6
  - 04/05/23 – Legion Partners Purify the Primo Board Investor Deck
  - 04/03/23 – Legion Primo Fight Letter
  - 04/03/23 – Proxy Statement
- Press Releases:** A list of press releases with their dates:
  - 04/06/23 – Legion Partners Releases Presentation Outlining Case for Change at Primo Water Corporation
  - 04/03/23 – Legion Partners Files Definitive Proxy Statement and Sends Letter to Primo Water Shareowners

At the bottom of the page, there is a blue banner for the "Purify the Primo Board Campaign". It contains the following text: "By filling out this form and supplying us with your name and email you agree to be contacted by a representative in regard to the Purify the Primo Board campaign." Below this text are three input fields: "First Name", "Last Name", and "Email". A dark blue button labeled "SUBSCRIBE" is positioned below the input fields.

At the very bottom of the page, there is a small copyright notice: "© 2023 Legion Partners. All rights reserved. Privacy Policy Disclaimer Terms and Conditions."