



# SHATTO MILK COMPANY

www.shattomilkcompany.com

November 2005

## Introducing Farm Fresh Butter

It has been highly anticipated and a few months in the making, and now all of us at Shatto Milk Company are pleased to introduce **Shatto Butter**.

Our newest product comes months of hard work trying to perfect a recipe that would result in the best tasting butter on the shelves. We think we have done it. We believe that when you compare our premium butter to other butters on the shelf, including imported butter, you will find Shatto Butter to be creamier, smoother, and above all more flavorful.

Shatto Butter is all natural including **no** artificial colors, ingredients, or preservatives. It is made only by using Shatto Cream and a pinch of salt.

Shatto Butter is a result of a hands-on approach by myself and my wife. Weekly we add our famous heavy cream and a pinch of salt to our butter churn and let it go. Once the combination has formed butter we pour off the buttermilk, rinse the butter, and place it in our custom molds. Once the butter is chilled and has hardened, we then personally wrap each bar with foil by hand and then place our label over the top. Once the butter is made, wrapped, and labeled it is sent back to the cooler where it will temporarily stay until being

sent to your local grocery store. My wife and I are involved with the making of our butter every step of the way to insure our wonderful customers, like you, are receiving the best tasting butter possible!

Our plan is to offer our butter to every store that carries Shatto Milk Company products. If for some reason your store does not carry our newest premium product and you are interested in it, please be sure to mention that to your store's dairy manager.

We were yet again very fortunate to work with Sullivan, Higdon and Sink to come up with, what we believe, is a packaging design that not only represents our product perfectly, but one that describes our product as well. We hope you take the time to read our butter packaging, as each wrapper indicates a word that we believe summarizes our newest product. On the back of the package we have included a short narrative that we feel furthers that message in a somewhat humorous way.

As always we would love to hear your feedback on not only our products, but also our packaging. Once again, thank you to SHS for their wonderful ideas, creative insights, and dedication to our local family business and thanks to all of you for supporting our local family dairy farm!

## **Shatto Milk Company Introduces:**

### **Eggnog**

**It's Back! Shatto Milk Company reintroduces its delicious Eggnog for the holidays. This premium product will be available in local markets from Nov. 1 – Jan. 1, 2006.**



## SERVING UP MORE THAN MILK FOR THE HOLIDAYS

This year our family is offering more than just milk for your family to enjoy for the holidays, our entire product line is now available to each store that sells Shatto Milk Company products. Our product line now includes:

- White Milk (Skim, 1%, 2%, and whole)
- Chocolate Milk
- Holiday Eggnog
- Butter
- Strawberry Milk
- Rootbeer Milk
- Half and Half
- Cream
- Fruit Punch
- Orange Drink
- Sweetened Tea

### Just In Time For The Holidays:

#### Custom Gift Baskets

If you have ideas of what you would like included in a fun gift basket, please let us know and we will make it happen.

We have more than 500 different items available in our Country Store that we can use to create the best themed gift basket possible.

Also, remember we have gift certificates that are available for those true Shatto Milk Company enthusiasts.

Cheers!



### What's Happening On The Family Farm?

This past month has again been full of fun and excitement. We had the opportunity to host hundreds of our wonderful customers for farm tours and have met many more who have come from miles away to enjoy our country store.

At the dairy things are going great! With the weather cooling off, the cows continue to increase their production. We had many new additions to our cow family, as a number of our wonderful cows have been having calves.

The processing plant continues to get busier. With the addition of our award winning butter, things around the processing plant are busier than ever. November 1 was the first day that our excellent Eggnog was available for purchase for the 2005 holiday season. We truly think you will love our holiday treat!

Eggnog is one of the ways our family is preparing for the holidays. We are starting to unpack all of the holiday ornaments and prepare the store for its annual holiday makeover. We have ordered many new items that should be arriving very soon for all of our visitors to consider as great holiday gift ideas.

Consider making a tour of Shatto Milk Company a part of your family's holiday plans. Call now to reserve a time for you and your family to come milk a cow, pet a baby calf, learn how our cows are milked, see how we process our milk and of course sample as many of our premium products as you would like. I hope to see you and your family at our local family farm this holiday season.

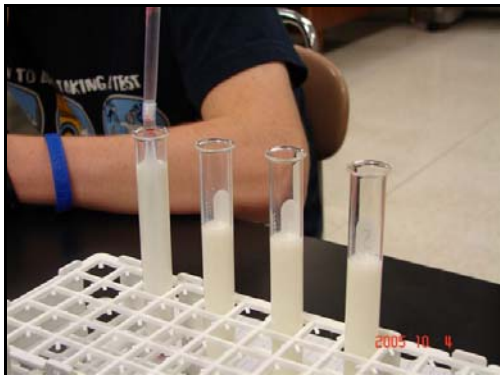
## SCIENCE LESSON ANYONE?

David Miller, a student at Kearney High School, did a little investigation as it relates to milk. David's physical science class was making straw hydrometers to measure the densities of liquids and David picked his favorite product, Shatto Milk, to investigate. His group decided it would be a good experiment to test to see which type of milk, skim, 1%, 2% or whole would be the densest.

One might guess that the whole milk would be the densest, due to the fact that many think of whole as thicker, creamier, and tastier, but David's class found exactly the opposite is true. His class found that skim milk is actually the densest of the four.

This can be explained because fat has a lower density than most other liquids, thus knowing whole milk has a higher fat content, it makes sense then that whole milk would be the least dense of the four tested. A little fact for thought...

David, thanks so much for sharing your high school experience with all of us. We are always excited to learn about new ways Shatto Milk is being used!



## Bovine Employee of the Month



### MARGARET

**Age:** 6 years old

**Weight:** 1500 lbs.

**Birthplace:** Shatto Milk  
Company

**Birthday:** March 6,  
1999

**Eyes:** Brown

**Hair (Fur):** Black and  
White

**Owner:** The Shatto  
Family

**Favorite Food:** Silage

**Amount Eaten Per Day:**  
60 - 90 lbs.

**Best Friend:** Dianne,  
She takes care of us!

**Daily Milk Production:**  
10 gallons

**Favorite Beverage:**  
Water

**Dream Vacation:** To  
visit one of the stores  
that sells my milk.

**Favorite Activity:**  
Chasing Butterflies.

**Any Special Plans For  
the Holidays?** Hanging  
out with the Shatto  
Family at the farm and  
enjoying some eggnog.

**What are you most  
thankful for?** Great  
cow friends and a fun  
place to live!

## Come Tour Our Local Family Dairy Farm

- Pet A Baby Calf
- Milk A Shatto Cow
- Learn How We Milk Our Wonderful Cows
- See How We Process Our Farm Fresh Milk On Our Farm