



SHATTO MILK COMPANY

www.shattomilkcompany.com

November 2009

Shatto Artisan Cheese Update

Last month we announced our newest venture, Artisan Cheeses. As mentioned, our plan was to introduce our cheeses in a couple locations to determine what customers thought of our newest creation.

Well, the response has been overwhelming. We have received more positive responses based upon these cheeses than we could have ever imagined. With that said, the response has made it very easy for us to determine that artisan cheese will be a focus of ours for many years to come.

When we began making these cheeses over 3 months ago we planned to make enough to complete a test market analysis in late October and early November. Thus, at this time, due to aging requirements, we do not have enough cheese to offer to all of the stores that carry our milk. However, we should have plenty of artisan cheese available by January to begin offering it to all of the stores that currently carry our milk.

For now, in our market trial phase, these aged cheeses can be found at our country store. We are currently making five distinct styles of cheese: gouda, cheddar, havarti, and two unique cheeses created by us. All of these cheeses are named after either small towns around our farm that have been significant in our family's history, or after family names.

We are so happy to be moving forward with these new products and are excited to obtain your feedback along the way. If you have any questions about this new product line, please do not hesitate to give us a call. Thank you to all of you who have tried our cheese already; we truly appreciate your support of our local farm and our newest products.

If you haven't tried our artisan cheese yet, try it and let us know what you think.

Egg Nog is Here For the Holidays

Yep, the rumors are true. Our super premium traditional egg nog along with our newest seasonal treat, pumpkin spice egg nog, is now available in stores.

All stores that carry our milk products have been offered these seasonal treats, thus you should be able to find them in your local store. If for some reason you cannot find them in your local market, please request them from your store manager as we want to make sure everyone is able to enjoy our yummy local seasonal treats.

Our newest product, pumpkin spice egg nog has been met with rave reviews as many state it tastes like a liquid pumpkin pie. Please give it a try and let us know what you think.

As you prepare for holiday parties, family gatherings and other seasonal events, we hope you will consider making Shatto Egg Nog a part of your festivities.

As always, if there is anything we can ever do for you or assist you, please contact us directly.

Wishing You and Your Family A Happy Holiday Season!



A Shatto Milk Company Commercial

We never thought we would ever say such a thing, but we have aired our first ever commercial on television. Over the past few weeks, a fun commercial has been airing on KSMO TV promoting the simplicity of our family farm in addition to announcing the fact that our egg nog is now available in stores.

This commercial is yet another result of our work with local firm Sullivan, Higdon and Sink. These guys are creative masters (although the fact they put me on TV would contradict that I suppose) that we just love working with. The commercial is a pretty simple setup with Clare the cow and me hanging out in the field responding to letters we have received from our wonderful customers.

The video took a half day to shoot. A link to that video is below for your viewing pleasure. Just remember our business is dairy farming, not acting, thus we aren't as polished as some other local and national commercials.

We do hope you enjoy, and maybe, if just for a second, laugh.

http://shattomilk.com/popup/Shatto_Commercial_01.wmv

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Happy Thanksgiving!

On behalf of our family and all of the employees here at Shatto Milk Company, I would like to wish you and your family a very happy Thanksgiving.

I cannot express to you fully in writing how thankful I am for you, your friendship and for your support of our local family farm. You are what allows us to do what we enjoy, run our family dairy farm.

You are the best neighbors a family could have, and for that we are thankful and forever grateful. As always, if there is anything we can ever do for you please do not hesitate to ask.

Have a safe and happy start to the holiday season!



What's Happening On The Family Farm?

Wow, what a busy month. Egg Nog is in full production, our market study on cheese has been complete and met with wonderful reviews and construction on our new storage and cheese making facility is moving along well.

If all of that was not enough, things at the dairy parlor are going well. The mild temperatures have been greeted very well by the cows, as well as everyone that works with them daily. This great weather has allowed us to get almost everything ready for the winter and prepare for the coming frigid temperatures and yes, even snow.

In the country store, things are busy as ever. We continue to host thousands a month for tours and have just lately began to see you early holiday shoppers begin to arrive looking for fun and exciting gift ideas.

If you are thinking about visiting the farm over the coming few months, please give us a call as we continue to host tours Tuesday – Saturday. We would love to find a date that is good for you and your family/group to come out and visit us on the farm.

We plan on being out in the community for a variety of events over the coming few weeks. In addition to that, we will be at the farm welcoming all of you that stop by looking to complete some of your holiday shopping. For those of you that are interested in some of our fun items for the holidays, many can be found on our website, through our online store. Please feel free to visit our online store at www.shattomilk.com.

CONSTRUCTION AT THE FARM?

We have mentioned a few times the fact that we are currently building a new facility on our farm. I thought I would take a quick moment to provide a bit more information about this new building and how it will be used once it is opened.

Over the past few years we have found ourselves running out of storage space, thus the primary focus of this new building was to create additional storage space for things that we use on a daily basis. From there, we realized we also needed additional bathroom facilities to accommodate tours, office space for our employees and maybe a bit more space for tour staging and product sampling. Thus, this building will do it all. We are working to create a facility that can address all of the items mentioned above and more.

As we are moving into aged cheeses, we are also finding that we need more space for cheese making, thus a big focus of this new building will be a cheese room. This new room will provide space where cheese will be made daily and visitors can come and see firsthand through large windows how our cheese is made.

We are very excited about this new facility and are looking forward to it being open in the first part of 2010. Once it is ready to be opened, we anticipate some type of grand opening event, so please watch for future information as we would love for you to come celebrate this new addition along with us.



CREAM, HALF AND HALF, BUTTER AND MORE.....

As you plan your holiday meals this year, we ask that you consider Shatto for all your dairy needs. Being the only local dairy farm offering dairy to this area, we guarantee our products to be fresher, better for the environment, better for our local economy and of course of the best quality.

All of our premium products are in full production. These include all of our **white milks, chocolate, root beer, banana, orange dream and strawberry specialty milks, cream, half and half, butter (salted and unsalted), ice cream (chocolate and vanilla), cheese curds and non-dairy drinks: sweet tea, lemonade, fruit punch, and orange drink.**

Each and every product listed above has been offered to each store that carries our fluid milk. If you are not able to find these products in your local store, please request them from your store manager so we can get them to your local market before your holiday meal.

Thanks for supporting our local family dairy farm.

HOT CHOCOLATE

As the winter weather begins to nestle in for the next few months, we all look for warm treats that will aid us in staying cozy in the comforts of our homes. For a wonderful warm treat this winter, try some hot chocolate compliments of Shatto Milk Company. In less than 3 minutes you can enjoy the best tasting hot chocolate possible and do so in the comfort of your own home.

Simply take a mug full of Shatto Chocolate Milk and heat it in the microwave for approximately 2 minutes. Slowly sip the warm product to make sure it is the right temperature. Once the correct temperature is reached, plopp in a few marshmallows and let your taste buds go wild.

The process is very simple, but the outcome is outright amazing. We never knew hot chocolate could taste so good or be so easy to make.

Enjoy!