



SHATTO MILK COMPANY

www.shattomilkcompany.com

October 2010

Eggnog is Here For the Holidays

Yep, the rumors are true. Our super premium traditional eggnog along with our newest seasonal treat, pumpkin spice eggnog, 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 eggnog 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 Eggnog a part of your festivities.

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



Construction Update

Over the course of this year we have been working on our new building and are hoping to have it open by the holidays.

As you may have heard this is a building that will house our new farm store, cheese making room, office space and cooler space. This project began with the hope of obtaining additional storage space, and has grown since then.

Our hope was to have this building open by now, but our new goal is to have a grand opening over the holiday season. We hope you will be able to make it out for this special event and be sure to look for more details related to the opening in next month's Moosletter.

Until then, if you would like to see inside the new facility, please feel free to come visit us for a tour. We have already begun bringing our tour groups into this new facility and showing them around.

Thanks as always for your support of our local family farm and even more so for your friendship. You are truly what allows us to do what we enjoy.

Thanks as always.



Bottle Cap Removers

From time to time we talk with a customer that says something like, "when the bottle is really cold I have a difficult time removing the cap from the bottle. It sure would be nice if you offered a cap remover so I did not have to concern myself with the cap."

Because of that feedback, we worked to find a bottle cap remover that would work for our bottle type. And, we found one!

We now have the cap remover you see below available for purchase for \$4.25. The price is just enough to cover our cost as we want to make sure our bottles are as easy to open as possible without giving up any needed seal for freshness. Please give us a call or email if you would like to purchase one of these great openers. We would be happy to send it to you via the mail.



Remember to Return Your Bottles

Just a friendly reminder that Shatto Milk Company glass bottles are returnable. Yep, we depend on them coming back home so they can be reused. This process truly does reduce waste and ensures that one single container can be used as many as 120 times.

So, if you have a heap of bottles sitting around the house, in the garage or anywhere else, look at those as a savings account because you will get your deposit back on the bottle when you return it to any of the stores that carry our milk.

Okay okay, if you are not ready to part with these cute bottles, we understand, but thought we should mention it.



What's Happening On The Family Farm?

Things are gearing up for the holiday season here at the farm. We have just started making both our traditional and pumpkin spice eggnog, so we have been spending a lot of time preparing for the introduction of this holiday treat.

At the dairy, we just welcomed 16 new cows to the farm this past week. This is the case as we continue to work to ensure that we can keep up with the demand for our milk products and hopefully have the opportunity to start making a whole lot more cheese.

As noted, the new building is coming along well. We are spending a lot of time working on the inside getting office space ready, completing our milk bar and starting to get all of the phone and computer lines hooked up correctly. We never knew how much time and effort it would take to make these back office necessities a reality.

As we approach the holiday season we hope you will consider making our farm store a place to do some fun holiday shopping. We have great gifts ranging from apparel, to old fashion milk bottle carriers and even limited edition milk bottles of all types.

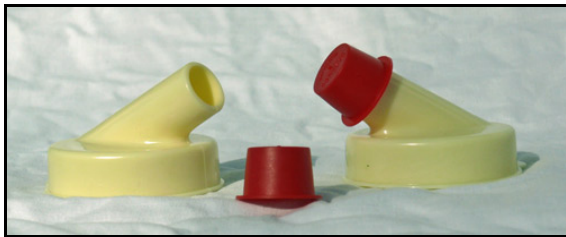
We will be closed at the farm store on Thanksgiving Day, so please make sure to get all of your milk and other dairy items picked up prior if you are thinking about getting them from the farm. We would also encourage everyone to give our butter, cream and half and half a try this holiday season if you have not done so in the past. We are certain you will love it as it is the freshest you will be able to find.

REPLACEMENT POUR SPOUTS NOW AVAILABLE

For many years we have fielded requests for pour spouts that could be placed on our bottles and used not only to more easily pour the milk, but also to act as a reusable replacement cap. Well, we now have some available.

These special little spouts can be purchased at our farm store or you can order them from us via email and we will mail them out to you. The price is \$1.25 each or 5 for \$5. If you order them from us and would like them mailed to your home, we will add \$1 for shipping and handling.

We now use these at the farm for the purpose of pouring samples and can say they are terrific little spouts that we wish we could have had years ago.



HOLIDAY SALES EVENT

Great news; A holiday sales event at the farm. Yep, you heard correct, on November 27th and 28th, all logoed items at our farm store will be 20% off. What a great deal right?

We want to make sure everyone has the chance to pick up some fun apparel, glassware, etc. from our store in preparation for the holidays. What could be better than a great Shatto Milk Company stocking stuffer or for that matter a nice little gift for your co-worker or friend?

We truly look forward to seeing you during the holidays and hope we can be a part of your holiday shopping experience. Whether it is an old fashion milk carrier for your friends, a Shatto t-shirt for your family or just some eggnog for your holiday parties, we hope to have some part in your celebration.

Bovine Employee of the Month



Susie Q

Age: 1 week old

Weight: ~8,000 lbs.

Birthplace/Creation Spot: Shatto Milk Company

Eyes: Black

Hair (Hay Color): Black and White

Purpose: To catch the attention of those driving by, while whispering a soft "Hay, stop on in and check out our local family farm".

Favorite Fall Activity: Just hanging out and hoping that I do not fall over.

What Are You Looking Most Forward To This Winter: Well, if I am still around, I would love to see some snow.

Dream Job: Being able to be a model, I love people to take my picture!

Item Needed Before Winter: A blanket so I do not get covered in snow and lose my good coloring.

Favorite Thing about this Time of Year: All the visitors, I like attention, so the more the merrier.

Become A Fan:

Shatto Milk Company is now on Facebook, get up to date information about our special events, where we are in the community and when we will be in your area.

<http://www.facebook.com/pages/Shatto-Milk-Company/22383143368>