



# SHATTO MILK COMPANY

[www.shattomilkcompany.com](http://www.shattomilkcompany.com)

September 2009

## New Cheese Curd Package Has Arrived

Most of you already knew that we introduced the only fresh cheese curds available in the Kansas City area a few months back. For the past few months we have been selling them in some pretty plain packages as we have been waiting for our real packages to arrive from the printer.

They are here and we think you will like this new package as it closely resembles our milk bottles and butter packaging to a great extent. The package has a key word on the front with a cute little story on the back. We hope you will take the time to read the story as we think it is pretty funny.

We will have a few other packages similar to this one for our future cheese curd flavors. The coming new flavors will be Dill and Cajun to start. We are hoping to have them available for local stores within the next two months.

Until then, we hope you enjoy these farm fresh cheddar cheese curds. If your store does not currently offer them, feel free to request them from your store manager as we would be happy to get them in your local store ASAP. Enjoy!



## Shatto Chocolate Milk - Best in the World?

Not until this past month, did we have the opportunity to compare our chocolate milk to others on the shelves.

Each year people involved in all aspects of the dairy industry flock to the World Dairy Expo in Madison, WI. This week long Expo is a place where dairy farmers, processors, equipment salesman, etc. all go to learn what's going on in the industry. During this event, there is also a dairy products judging contest.

We submitted our Whole Chocolate Milk this year with the hope of learning a bit more about how true experts view its taste, flavor, etc.

We were just notified of the results and are proud to announce that Shatto Chocolate Milk was named one of the top three Chocolate Milks at the 2009 World Dairy Expo.

We knew our chocolate milk was good, but had no idea how experts would judge it in comparison to others submitted from all over. As you can imagine, we are excited about this news and hope you to enjoy this tasty treat.



## 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.



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## Holidays Not Too Far Away

About this time of year I am always amazed how quickly the year has gone by, and also at the fact that the holidays are not too far away.

With that in mind, I thought now was as good of a time as any to announce that our Super Premium Eggnog will be available as in years past starting on November 1. For those of you that have tried it, you know how wonderful it is. For those of you that have not, please give it a try as we know you will enjoy it.

This year is the first year we will introduce another special product that will only be available during the holidays. Stay tuned as we plan on announcing more next month.



## What's Happening On The Family Farm?

It is harvest time. Yes, that is right. This past month we have been spending a lot of time cutting silage and getting it squared away in our holding facility. While harvest time is a time we look forward to on the farm, it is also a time when things become very hectic.

At the dairy parlor things are going well. We have had a number of new baby calves and we also welcomed a few new cows to our herd this past month. With all the demand for our cheese, we decided we would likely need a few more cows to keep up.

At the bottling facility things are very busy as we have been bottling more milk than ever before. In addition to that, we have been spending a great deal of time preparing our pad site next door for our new building that will begin being constructed onsite later this month. This new building will be the new home to our cheese making operation and serve as a location for much needed dry storage.

Outside of the farm, we have been out and about a lot this past month. We spent three days at the annual KC Irish Festival; we participated in a number of local fundraisers in August and have also done a few samplings at local stores. It is always nice to get away from the farm and visit with so many of you!

Over the course of the coming month we will be at a number of events including the Crown Center Pumpkin Patch, Walk to Cure Diabetes, as well as the KC Kids Marathon. We hope we are able to see you at one or more of these great events that benefit our local community. Until then, have a great start to fall.

## KANSAS CITY IRISH FEST

Earlier this month we had the chance to be a sponsor of the kids area at the annual KC Irish Fest. This sponsorship seemed like a great match as the marketing guru's for the fest decided to include one of our very own cows, Lucy, in their commercials.

Needless to say, we had a great time at the event, met a tremendous amount of wonderful people and of course were able to enjoy a lot of great Irish music.

We just wanted to say thank you to the great people with the Irish Fest for allowing us to be a part of their event and also thank those of you that stopped by our booth to say hello. You are truly what makes what we do fun!



## THANK YOU!

As we enter the end of summer and begin to prepare for fall, I just wanted to take a quick moment and thank you for your continued support of our local family farm. Each day we are reminded in a different way how lucky we are to have such wonderful supporters like you. With that said, I want to take a quick moment and say on behalf of my family and all of the terrific employees here at Shatto Milk Company, thank you so much for your support of, and dedication to, our local family farm.

You are what allow us to continue to do what we enjoy. Your ideas, thoughts, kind words and gestures are what gets us through those long days. Thank you so very much for your belief in us!

## Bovine Employee of the Month



## Marge

**Age:** 1.5 weeks old

**Weight:** 105 lbs.

**Birthplace:** Shatto Milk Company

**Eyes:** Brown

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

**Best Friend:** Leroy Shatto

**Favorite Game:** Pin the tail on the donkey, or maybe horse as we don't have a donkey.

**Favorite Fall Activity:** Relaxing and watching the leaves change colors around the farm.

### What Are You Looking Most Forward To This Winter:

Snow, all of my cow friends talk about this white stuff falling from the sky. I am so excited to be able to jump around and roll all over this stuff. I hope it is as soft as cotton.

**Dream Job:** A cheese maker of course. Cheese is so good and I think I could make some pretty moooarvolus creations with the old cheese vat.

**Item Needed Before Winter:** Ear Moofs.

## 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>