

WORLD CHEESE COMPANY

December 29, 2011

Dear Customer:

For the first time in our 75-year history, a voluntary recall by the State of Wisconsin involves a packaging facility that handles only the shredding and packaging (not the actual cheese production) of some limited shredded Haolam products. Although the test results for all of the Haolam's shredded cheese distributed in the market place tested negative for Listeria monocytogenes, the State of Wisconsin has requested a voluntary recall of all the products that were shredded in that plant from the time the listeria was found in another brand of cheese also packed in this plant. Here are the facts:

- ✓ The voluntary recall of the Haolam products were only for the shredded cheese and **does NOT involve any of the other quality cheese products under the Haolam brand including any of the types of cheese that were shredded that also come in other shapes, sizes or forms (not shredded).**
- ✓ The plant that was the subject of the voluntary recall is only a packaging facility, and **the cheese involved was a different brand of cheese that was brought into the plant with the listeria. As noted, all of the Haolam shredded cheese tested, was found to be negative for the Listeria monocytogenes.**
- ✓ Haolam products are produced in state-of-the-art USDA approved and monitored facilities and are **not** produced in the packaging plant affected.
- ✓ There was no actual health danger to people who consumed the products listed below, (again, it should be noted, that all of our products tested, were found to be negative for Listeria monocytogenes). It should also be noted that there were no reported injuries even from the other cheese companies' products that were affected.
- ✓ Despite the fact that the products that we are being instructed to voluntary recall, after having been tested, were found to be negative for the Listeria monocytogenes, Haolam is complying with the State of Wisconsin's voluntary recall and removing all of the products from store shelves.
- ✓ The voluntary recall is obviously not at all a kashrus issue whatsoever. Needless to say, Haolam has a long standing reputation of adhering to the highest level of kashrus, under the supervision of KAJ and Rabbi Binyomin Gruber.

- ✓ In addition to its high level of kashrus, Haolam prides itself in its meticulous and effective quality control program which is why there has never been a recall of any Haolam products throughout the company's 75 year history.
- ✓ World Cheese is exercising extreme caution by recalling all products that were shredded in the affected plant, measures that are well beyond the basic requirements of the State of Wisconsin.

Please Note:

The products affected by the voluntary recall are limited to the following Haolam shredded products:

- All 8 oz and 16 oz. bags of Haolam shredded cheese (Pizza, Mozzarella, Cheddar, Fancy, Muenster, R/F Muenster, R/F Cheddar), with an expiration of June 5, 2012 through Sept 4, 2012

- All 32 oz bags of Haolam shredded Mozzarella and Gourmet Blend with an expiration date of February 6, 2012 through May 7, 2012

- All 5 lb bags of Haolam shredded Mozzarella, Cheddar and Muenster with a pack date of September 8, 2011 through Dec 7, 2011

Please note: everything is expiration date except the 5 lb. Shredded bags are pack date

If you have any of the Haolam cheese items involved in this voluntary recall in your possession, you can return it to the store in which you purchased it for a full refund.

We apologize for any inconvenience this voluntary recall may cause.

As the oldest producer of kosher cheese products, our family continues its 75-year old commitment to provide the highest quality cheese products / kosher standards. We wish to take this opportunity to express our deepest appreciation for your support and loyalty.

GOOD NEWS: Within the coming days stores will be stocked with freshly packed shredded products that meet the highest standards of kashrus and quality that you've been accustomed to receiving from Haolam Cheese in the past. The products will be produced in a new shredding and packaging facility where we have exclusive control over the cheese that is brought into the facility.

We greatly appreciate your understanding and loyalty to our products.

With best wishes.

World Cheese Company