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April 13, 2007

Paul Blake
Finica Foods Specialties
5942 Ambler Drive
Mississauga, ON L4W2N3

Dear Paul,

It is with great excitement that I send you this copy of Dec 31-Jan 15 Wine Spectator issue with a full page Beemster advertisement that can be found on page 125. This ad, our second in Wine Spectator has already proven to be tremendously successful at driving customers to request Beemster cheeses at retail counters across the nation. Throughout 2007, Beemster will continue to seek food related publications nationwide in which to have editorial pieces about our products and advertise. Moving forward we hope to use creative marketing to help educate consumers about Beemster cheeses.

When you want a good cheese have you ever looked up? The sky is one of the new places you will find Beemster. The Beemster hot air balloon will be touring the USA and will be able to be seen at many food and wine venues as well as hot air balloon festivals nationwide. It is expected that by the end of 2007 over 35,000,000 people will have seen the 70ft tall and 65ft wide Beemster balloon, known as Betty Bovine, either in person or on television. The gondola, or basket, can hold four passengers in addition to the pilot. I, as the pilot, hope that sometime in the years to come we can arrange a private ride or a flight during a hot air balloon for you and your friends or family. You can keep track of the location of the Beemster balloon by visiting the website for a list of events and locations in which the hot air balloon will be flying. If you would like to make a special request to have the balloon appear for an event please contact us to see if scheduling is possible.

In order to best serve our customers and continue our growth Claudia Casanovas recently became part of the Beemster team. She will be working Monday through Thursday and is able to send needed materials, such as samples and merchandising materials, to you or directly to your customers. Claudia can be reached at (908) 372-6024 or by email at claudia@beemstercheese.us. It is exciting to look to the future with so much excitement in store.

I look forward to growing your Beemster business with you!

Kind regards,


Michael Blum
Sales & Marketing, USA