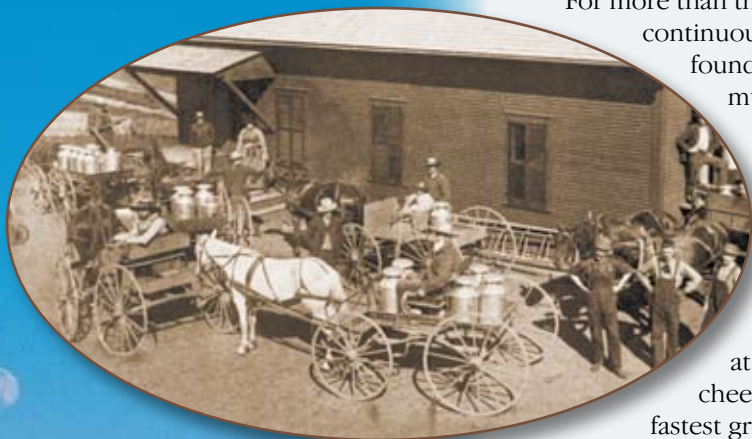


The Cabot Difference.

A World Apart. Where Small is Beautiful... and Better.

For more than three quarters of a century, Cabot Creamery has been in continuous operation in Vermont. Since 1919, when 94 farmers founded Cabot for \$5 per cow plus a cord of wood each, not much has changed for the farm families who own Cabot today. Up each day before the roosters crow to milk the herds and in the barns after dusk to put the girls to bed, Cabot's farmers remain committed to preserving their way of life and to producing the finest, most flavorful cheddar on earth.

Over the years, Cabot has won every taste award for cheddar cheese, including 'Best Cheddar in the World' at the 22nd Biennial Cheese Championship. No other cheese company can make this claim. Today, Cabot is the fastest growing cheddar supplier in the country. People often ask: How can a small New England dairy cooperative be such a big player nationwide? Read on!



First and Foremost

- *Our herd mix of Jerseys and Holsteins yields higher butterfat content and more milk solids than most of our competitors.*
- *This adds up to a pure, rich base for our dairy products and cheese.*
- *Thanks to a clean environment, Vermont milk is considered to be among the finest and freshest in the world.*

Tradition

- *Our cheese is crafted the traditional, time-honored way – with no additives or preservatives.*
- *All our cheeses are naturally aged from two to 36 months; there is no hurrying mother nature!*
- *Our most mature cheeses are hand made, hand packed and hand dipped in wax.*

Quality Control

- *Cabot is vigilant about quality control from delivery to final product.*
- *Cabot's self-imposed standards surpass state qualifications.*
- *Each Cabot farmer receives premiums on a sliding scale to ensure the highest quality standards.*

Taste

- *Pure, fresh, wholesome milk, quality control and an adherence to traditional cheese-making methods add up to a superior cheddar flavor.*
- *Our cheddars are aged in carefully monitored, temperature-controlled 'cellars' to develop a rich, intense flavor.*
- *Our expert Cheese Masters are cheddar connoisseurs with more than 60 years of combined experience. They grade and test every cheese constantly throughout the aging process.*
- *Only the very best cheese is recommended for aging because only the highest quality cheese ages properly.*
- *Only our finest cheese carries the Cabot label.*



CABOT CREAMERY COOPERATIVE, INC.
1 HOME FARM WAY
MONTPELIER, VT 05602

Owned by Dairy Farmers
Since 1919

cabotcheese.coop

Innovation

- *Cabot created the first 50% and 75% Reduced Fat cheddars in the world.*
- *Cabot introduced the first all-natural slices for the dairy case.*
- *Cabot's wide range of original, gourmet-flavored cheeses leads the market in sales, originality and taste!*
- *Cabot will continue to pioneer the evolution of cheddar.*

Distribution

- *Cabot owns and operates its own fleet of direct store delivery and long-haul trucks.*
- *Cabot prides itself on its track record of on-time, completed deliveries.*

The Loyal Cabot Customer

- *Cabot is the fastest growing cheddar supplier in the country, thanks to customer loyalty. It is also among the top 10 brands in the country.*
- *60% of Cabot's customers are female and 40% are male. Their median age ranges from 35 to 54 years old.*
- *Cabot's customers are affluent. With a higher than average household income, they also enjoy more disposable income.*
- *Most of Cabot's customers are college graduates or post graduates.*
- *Cabot's customers demand quality and variety.*
- *Brand loyalty is important to the Cabot consumer.*
- *As a result, Cabot has enjoyed a 39% growth rate in pounds and dollars.*
- *According to Neilson data, Cabot is the top regional brand in the Northeast, consistently outperforming competitors. And Cabot has made impressive gains in the Middle Atlantic States, Southeastern seaboard and Midwest..*

Cabot Customer Support

- *Time and again, Cabot is praised for its customer support. Customers are friends, not invoices.*
- *Cabot provides what its customers need, not simply what it has available.*
- *As part of New England's premier dairy cooperative, Agri-Mark, Inc., Cabot offers its customers increased services and support.*
- *In-house expertise is available in the areas of economics, milk pricing, legislative liaison, market analysis, marketing, quality assurance, packaging, research and development, regulatory compliance and manufacturing technology.*
- *Custom packaging and private labeling is available to all customers, small and large. Cabot also offers a custom aging program.*
- *Cabot's website provides specialty wholesale clients with an exclusive opportunity to order online. Like Vermont's traditional town meetings, this is the perfect forum to keep up with neighbors, the latest news and recent products.*
- *Cabot oversees an aggressive marketing campaign through radio, print and television, point of purchase displays, special in-store promotions, allowances and coupons to support its clientele.*

Family Farmers

- *Family farms are the essence of Cabot, many of which have been handed down from generation to generation.*
- *Cabot's farm families take enormous pride in their heritage and in continuing the agrarian tradition that founded this great nation.*
- *As owners of Cabot, every farmer has a stake – and a say – in how Cabot maintains its high standards.*

Employees

- *Loyal, dedicated employees are the backbone of Cabot; some have remained with Cabot for over three decades.*
- *Employees share a sense of pride in the success of the company.*
- *Thanks to its employees, Cabot was honored with the Deane C. Davis Business of the Year Award.*

Community Commitment

- *Cabot remains committed to helping communities where its dairy products are sold.*
- *Cabot donates product to food banks, soup kitchens and shelters.*
- *Cabot donates cash to charities and non-profit organizations.*
- *Through sponsorship of local and regional events, as well as consumer-related activities, Cabot maintains a high public profile.*
- *Cabot created Ag in the Classroom, an educational program for elementary students throughout New England to teach children about agri-culture.*
- *Committed to green and clean, Cabot initiated Vermont's first polystyrene and polypropylene recycling program.*

Some of Our Awards...

- *Cabot has won every major national and international award for taste and quality. No other cheese company in the world can make this claim.*
- *Cabot won 'Best Cheddar in the World' and 'Best Flavored Cheddar' at the 22nd Biennial World Championship Cheese Contest.*
- *The U.S. Cheese Makers Association awarded Cabot 'Best Cheese in the United States.'*
- *At the National Milk Producers Federation's Annual Cheese Competition, Cabot launched its line of organic cheddar and won the President's Trophy for 'Most Outstanding Cheese.'*
- *The International Fancy Food Show selected Cabot for its 'Outstanding Classic' award.*
- *At the 18th American Annual Cheese Society Conference, Cabot won three blue ribbons in the categories of 'Cow's Milk Cheddar,' 'Low Fat/Low Salt Cheeses' and 'Cheddar Flavor Added.'*
- *When you're hot, you're hot! Cabot won 'Best Hot Cheese Snack' at Chili Pepper Magazine's Fiery Food Challenge.*
- *Cabot was selected for the Deane C. Davis Business of the Year Award sponsored by the Vermont Chamber of Commerce and Vermont Business Magazine for its consistent growth, commitment to community projects, respect for employees and environmental responsibility.*