

# CELLARS

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## AT JASPER HILL

March 1, 2012

Dear customer,

Thanks for your support of Jasper Hill over the years, and please forgive the indirect communication.

Farmstead cheese is a practical example of the adage 'The best decision is rarely the easy decision.' From the choice to manage pasture for cows over keeping them in, to the preference for handwork over mechanical processing; the methodology behind high-quality, dynamic cheese is often more expensive, time consuming and less predictable than the industrial and banal. We avoid shortcuts as an investment in the integrity of our product. The cheeses we offer must have integrity because we consider them an extension of ourselves – of our land, animals and philosophy; they are agents of a way of life that we value and work to promote.

We have recently made a difficult decision concerning the production of Constant Bliss. As you may know, this wasn't the first. Last year we chose to shift production of Bliss from raw to pasteurized milk. As our vision to connect local dairies with a broader market took shape, it became clear that our approach to distribution could no longer accommodate a 15-day window of quality from shipping. We invested in the infrastructure of Jasper Hill Creamery to re-develop Bliss as a pasteurized cheese. However, we now conclude that parallel investments are necessary in our Cellar facility. Though we are able to sell the cheese at a younger age, we have not yet achieved the resilience necessary for a dependable end-customer experience.

Swift action has been taken to place Constant Bliss production on hiatus. It should not be available past the end of March. The cheese will be re-introduced, possibly within the next year, and likely on a limited, seasonal basis. Our approach will be similar to our lauded winter-milk cheese Winnimere. The lactic style of Bliss is a great fit for the fragrant, pastured, summer milk of our Ayrshires.

We hope you will consider Scholten Family Farm's Weybridge for a lactic cheese with year-round availability. We have worked with Patty and Roger Scholten over several years to develop this small-format, organic medallion and it is showing better than ever before. The fact that we have such a high-quality and consistent cheese on hand of a similar style made the Bliss decision easier – especially considering the Scholten's need to increase Weybridge production this year.

We offer sincere apologies for the inconvenience this may cause for you or your customers. We understand that you operate in a competitive landscape, where the difficulties surrounding artisan products can make them a challenge to advocate. Your choice to work harder for the sake of a better cheese is greatly appreciated.

Please do not hesitate to reach out with feedback about this decision, or any other concerns you may have. We certainly value your point of view on the matter.

Best wishes for a rewarding year,

Zoe and the Jasper Hill Crew