

BEN & JERRY'S

VERMONT'S FINEST ● ICE CREAM & FROZEN YOGURT

January 20, 2012

Ms. Cora Nicol
246 Falls Overlook Drive
Niagara Falls, NY 14109

Dear Ms. Nicol:

Thank you so much for your recent letter! Enclosed is a voucher for one free pint of Ben & Jerry's Ice Cream. Although we work hard to ensure every bite is the perfect mix of velvety, sweet ice cream and chunky treats, our machinery is not always consistent. Production will be advised to check the equipment and ensure the proper amount of chocolate and cookie chunks is placed into every pint. We apologize if your last Ben & Jerry's experience did not meet our normal standards, and we hope that your free pint fulfills your chunky expectations!

While Ben & Jerry's remains proud of our strong, rural roots in Vermont, we must admit that fans of our ice cream live both near and far. Since some Ben & Jerry's lovers live on the West Coast—over 2,000 miles away from Vermont—we want to appease these customers while also decreasing our carbon footprint on the environment. By opening dairy operations in Nevada, we are able to service ice cream lovers on the other side of the U.S. while maintaining our “green” standards.

From reducing our carbon footprint, to making the choice not to use the milk of cloned cows in our ice cream production, Ben & Jerry's Ice Cream has and always will be a company strong in conviction. We greatly appreciate and value your support. It is your feedback that continues to make Ben & Jerry's Ice Cream a quality product.

Sincerely,

Alice Blachly
Customer Affairs Coordinator

Enclosure

AB: sjh

Ben & Jerry's logo was obtained, per direction of *Business Communication Process & Product*, from <http://www.benjerry.com/>