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Dear Customer,

Like us, you must be incredibly disappointed in the lack of Fry's Artisan Coconut Ice Cream available in stores.

Please let me start by apologising for any inconvenience caused. We know a lot of people are extremely excited about the Ice Cream (trust me, we are too!) and we understand the frustration that some customers are feeling.

To be honest, here are the two challenges we are faced with:

Firstly, Ice Cream is very new territory for us. The Ice Cream, like all of our other products, was developed in our family kitchen. After extensive product testing was carried out, and we were happy that we had created the best Dairy Free Ice Cream imaginable, we started the process of working out how to make batches big enough to sell to our customers without changing any of the ingredients or processes. Unfortunately we are having a few teething issues in producing the bigger batches of a couple of our Ice Cream variants.

The second, more difficult, challenge we have is that after we make our Ice Cream we rely on third party distributors, and the retailers themselves, to ensure that the product is delivered to you, the customer, in perfect condition. We do not make use of preservatives and we use the most natural stabilizers in the lowest possible quantities, and so it is CRITICAL that the cold chain is kept from our back door to your trolley! We unfortunately cannot use the same distributors for the Ice Cream as we use for our meat replacement products as the required transport storage temperature for the Ice Cream is lower than that required for the meat alternatives.

Despite all the trials we carried out prior to the launch, we are still having unexpected issues resulted in consumer complaints detailing the following experiences:

1. The ice cream is only half full
2. There is ice on the top of the Ice Cream

Both of these issues are as a direct result of temperature abuse. In other words, when the product starts to defrost, the air escapes from the ice cream and volume is lost (this happens with most ice creams, but can be avoided through the use of certain additives in the ice cream – which we choose to avoid using). The temperature fluctuation also leads to the iced look on the top of the ice cream.

We pride ourselves in only providing the best possible products, as so, as a result of the two issues above, we have decided to discontinue supply of the Ice Cream until we are sure that we have perfected our processes and that we can get 100% compliance from our distributors and our retailers regarding our cold chain.

We thank you for your patience and support, and we can't wait to have the Ice Cream back on shelf for you.

Regards,

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