



TO OUR VALUED BOAR'S HEAD CUSTOMERS,

We are writing to you today to emphasize that your safety is our highest concern. From start to finish, we prioritize safety in every step of the process, so you can enjoy Boar's Head with confidence.

Last year's liverwurst recall was the first of its kind in Boar's Head's 120-year history. A thorough review and examination into what occurred confirmed that no other Boar's Head products contributed to the event, and **no current products are subject to any recalls.**

We deeply regret this incident and are fully committed to ensuring it never happens again. Over the past several months, we've taken significant action and we're working every day to set a new industry standard for food safety.

Today, operations at all Boar's Head facilities will pause for "**Boar's Head Food Safety Promise Day.**" Company-wide, our employees will come together to focus on the new and enhanced safety and sanitation controls and processes being implemented across our organization. We want to share these specifics with you:

- **We established an independent Food Safety Advisory Council to guide our safety and quality efforts.**

Boar's Head benefits from the expertise of our independent Food Safety Advisory Council. Led by Frank Yiannas, MPH, as Chief Food Safety Advisor, the Council includes three other distinguished food safety experts who provide a wealth of collective expertise.

- **We upgraded to processes that provide additional layers of protection as part of our transition to USDA's Alternative 2 *Listeria* Control Requirements.**

Boar's Head now utilizes high-pressure pasteurization, water pasteurization, and, in some cases, the addition of natural ingredients proven to inhibit the growth of food-borne pathogens. These processes bring us to a higher food safety standard and are very effective in controlling microorganisms without compromising the quality or taste you expect.

- **We intensified environmental monitoring and analysis technologies.**

We increased *Listeria* sampling across all our facilities and invested in cutting-edge laboratory testing and analysis technologies. These advancements allow for rapid detection and swift response to help us maintain our high sanitation standards.

- **We strengthened our sanitation processes.**

Our sanitation team has undergone additional third-party training, and we've bolstered daily cleaning and sanitation procedures. This includes hours each day dedicated to top-to-bottom cleaning and sanitizing of all manufacturing equipment, surfaces, and plant environments. Regular audits ensure the effectiveness of these practices.

- **We retrained our teams.**

Starting last summer, we retrained team members at all our facilities on updated and comprehensive food safety procedures and protocols to ensure they are equipped to operate with the utmost care and attention to detail.

- **We are fostering a strong food safety culture.**

The entire Boar's Head team at all levels continues to promote a culture of safety and respect for the brand and each other. We embrace the high standards and values that have driven Boar's Head for 120 years. Today's company-wide "Food Safety Promise Day" underscores this commitment and reinforces our strong food safety culture.

We want you to know that everyone at Boar's Head is committed to earning your trust and providing the products you love. We value your business and are dedicated to offering the best possible quality and safety. Wherever you buy Boar's Head—at the supermarket, deli, or your favorite restaurant—you can continue to confidently enjoy our products.

That's our promise to you.