

Flowers Bakeries Bakery Snacks
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May 28, 2010

Dear Valued Customer:

I would like to thank you for your patience as our company experienced a tremendous growth with our buddy bar and swiss rolls sales over the past 18 months. Thanks to each of you for supporting our product line and increasing sales for both of our companies.

Toward the end of 2009 we installed new equipment on our swiss roll line that eliminated the cuts on this product for most of 2010. We are now ready to install the new equipment that will give us more capacity on our buddy bar line. Because of the new equipment installation, our bakery will be down during the week of June 6, 2010. **This means we will be unable to fill any orders for buddy bar and swiss rolls for delivery the week of 6/13/2010.** Swiss rolls are affected with this installation because the entire bakery is being reconfigured for the new buddy bar line. Deliveries for weeks June 20 – August 14 may still be affected by cuts as we continue to train new people for the buddy bar production and bring the new line up to capacity. Our goal is to be able to fill all orders completely with deliveries of August 15, 2010 forward.

We know the cuts on the buddy bars and swiss rolls have been causing issues for your company. We appreciate your continued loyalty during this time and we appreciate your business!

Sincerely,

Jeff Blalock

Vice President/ Director of Convenience sales

C. Melody Rucker
John Brown
Darin Zaborski
Elaine Barnett
Tony Crook

C Store Brokers
Reggie Crume