



August 17, 2005

Mr Rusty Lucas
PO Box 422
Sandusky, OH 44871

Unilever
Ice Cream
909 Packerland Drive
PO Box 19007
Green Bay, WI 54307-9007

T: 920-499-5151
www.icecreamusa.com

Dear Mr Lucas:

Whenever one of our consumers takes the time and effort to contact us with a concern, we take it very seriously. We are sorry to learn you were disappointed with your recent purchase of Breyers® All Natural Chocolate Chip Cookie Dough Ice Cream.

We put a lot of effort into getting the right amount of chunks, nuts, fruits and swirl in each container. Unfortunately, your container received an improper ratio, distribution or size of ingredients. This can be the result of either human error or a problem with a piece of equipment. Your information has been forwarded to our Quality Assurance department for review. We apologize that our product did not meet your expectations.

In the ice cream, you were supposed to receive chocolate chips in vanilla ice cream with chocolate chip cookie dough pieces in that ice cream as well.

We value you as a customer and are anxious to restore your confidence! Please use the enclosed coupon(s) as reimbursement for the product you purchased.

Yours sincerely,

Jill Dougherty
Consumer Response Manager

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