

From: Cem's Gen. Merchandising [mailto:cems.gen@gmail.com]
Sent: Monday, October 22, 2012 9:50 AM
To: xxxxxxxx
Cc: xxxxxxxx
Subject: Re: FW: Customer Feedback - xxxxxxxx Website

Dear xxxxxx, *(Note xxxxx indicates confidential identities)*

We have received your notification regarding an inquiry from a consumer at one of your outlets concerning the quality of our products conjecturing that our products are “factory produced”, that the “taste and other features” are “suspicious”, and our “packaging” are irregular as well.

To start with, we would like to thank you and our shopper for putting forward this query to us, giving us an opportunity to illustrate the properties of our product which may hopefully lead to the awareness of our patrons.

Please note that honey has inherent properties which are directly affected by handling and storage. Though we take care that our products are handled properly during processing, packing and delivery, storage in warehouses and after opening of bottles still play a role in the subsequent condition of the items. Honey has a hygroscopic nature which means that when exposed to air, it naturally absorbs moisture in the air. High water content leads to a high probability of fermentation which alters the taste and aroma of honey. Humidity and extreme conditions in storage also affect the ‘features’ of honey.

At this point we would like to make clear that our company fully support small bee farmers around the country where our honey is sourced from. The sourced honey then undergoes processes to make it viable for public use. These processes are actually intended to kill detrimental microbes that may be present in raw honey. This makes our product a commercial honey wherein the processes done make the honey fit for consumption. These processes are indeed done in a ‘factory’ setting as there is no other way to perform such function in a different operation. A proper industrial unit is required by government agencies from businesses such as ours in order to be permitted to carry out this trade, as with all other local commercial honey suppliers. Further to this, we are all aware that standards and requirements for food, including honey quality, packaging and labeling, vary widely amongst countries. As pointed out, our product is commercial honey wherein guidelines for such are more generous. The processes done and ‘factory’ set-up of our company ensures that we are abiding by the regulations set for our industry by the Philippine government.

It is our hope that we have in some way shed light on this inquiry and in turn clarify to our client the variable characteristics of our product that may have contributed to his/her observations.

We would like to guarantee to you and our shopper that the products purchased from us thru various supermarkets, chiefly xxxxxx Supermarket, is made with care and that our customers’ benefit is always top of mind.

Again, we would like to thank you and our shopper for this valuable feedback.

Sincerely,

(original signed)

Emma A. Flores
General Manager

Cem's General Mdsg.

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