



October 11th, 2023

Wisconsin Department of Workforce Development
Dislocated Workers Unit
P.O. Box 7946
Madison, WI 53707

Re: Notification of Upcoming Reductions—WARN Act Notice

To whom it may concern:

This Notice is being provided to you pursuant to the Worker Adjustment and Retraining Notification (“WARN”) Act of 1988 and the Wisconsin Business Closing Mass Layoff Law.

Strauss Brands (the “Company”) has decided to discontinue its veal and lamb production at its Franklin, Wisconsin production facility. The Company must make a permanent reduction in force of up to 127 of its employees, most of which are located at its Franklin, Wisconsin facility, located at 9775 S 60th St, Franklin, Wisconsin 53132. Please find attached to this letter a list detailing the job titles that are to be affected by this reduction in force and the names of the workers currently holding affected jobs. These permanent reductions are expected to occur on or about December 10th, 2023. We will continue to produce grass-fed beef at our Franklin location.

We are working diligently to mitigate these circumstances. However, we currently do not know if it will be possible to rehire any of the individuals impacted by this reduction.

This is a unionized facility. Termination decisions for employees that are members of the bargaining unit will be based on employee seniority, and these employees will have bumping rights. Termination decisions for employees that are not members of the bargaining unit will be based on business necessity, and those employees will not have bumping rights. Affected employees that are part of the bargaining unit are represented by the United Food and Commercial Workers Union, Local 1473 (“Union”). The chief elected officer of the Union is Jake Bailey, the Union’s President and International Vice President. The Union maintains offices in Milwaukee and Kenosha, Wisconsin. The Union’s Milwaukee office is located at 2001 N. Mayfair Road, Milwaukee, Wisconsin 53226. The Union’s Kenosha office is located at 3030 39th Avenue, Kenosha, Wisconsin 53144.

The reduction will impact approximately 195 employees in the state of Wisconsin, most of whom work in the Franklin, Wisconsin facility. We regret the circumstances that made this layoff necessary. If you have any questions or need further information, you may contact Brenda Seeley, Sr. HR Manager 9775 S. 60th Street, Franklin, WI 53132, 414-219-9944, brendas@straussbrands.com.

Sincerely,

Jack Prince