



June 4, 2024

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 production at its Franklin, Wisconsin production facility. The Company must make a permanent reduction in force of up to 70 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 August 5, 2024.

This is a unionized facility. 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 70 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 (brendas@straussbrands.com, (414) 219-9944).

Sincerely,

Dave Wiggins

CEO

Last Name	Preferred/First Name	Position Description
		A/R Specialist
		Accounts Payable Specialist
		Assistant Plant Manager
		Box Maker/Utility
		Director, Maintenance
		Driver, Local
		Driver, Local
		Driver, Local
		Driver, OTR
		Driver, OTR
		Driver, OTR
		Driver, OTR
		Food Safety, Quality & Regulatory Affairs Director
		Grinding 1
		Grinding 1
		IT Manager
		IT Support Specialist
		Logistics Accountant
		Machine Operator 1
		Machine Operator 1
		Machine Operator 1
		Machine Operator 1
		Machine Operator 2
		Machine Operator Lead
		Maintenance 1
		Maintenance 2
		Maintenance Engineering Technician
		Maintenance Engineering Technician
		Maintenance Manager
		Manager, Shipping and Receiving
		Pack Off 2
		Pack Off 2
		Pack Off 2
		Pack Off 2
		Pack Off 2
		Pack Off 2
		Pack Off 2
		Pack Off 2
		President-Retired
		Production Supervisor
		Production Supervisor
		Scale/Label Operator

Scale/Label Operator
Scale/Label Operator
Scale/Label Operator
Scale/Label Operator
Senior Director Procurement & Demand Planning
Shipping & Receiving Forklift Operator
Shipping & Receiving Forklift Operator
Shipping 1
Shipping 1
Shipping Supervisor
Shipping Supervisor
Sr HR Manager
Sr. QA Tech
Sr. QA Tech
Sr. QA Tech
Transportation Manager
Trimmer 1
Trimmer 1
Trimmer 1
Trimmer 1
Trimmer 1
Trimmer 1
Trimmer Lead
Vice Chair
Vice President, Non-Commercial Sales
Warehouse Line Supervisor
Warehouse Manager