



Monday, July 29, 2019

Dear Kellogg’s Keebler Business Unit Suppliers:

On behalf of my entire team, **welcome to the Ferrara family!** Today marks the beginning of a new journey as we officially bring the Kellogg’s Keebler business into Ferrara. In Procurement, my team is working to ensure a smooth transition. To that end, the purpose of this note is to welcome you, and provide some key initial details to help you succeed in the coming weeks and months. Below, you will find key contacts, details about category leadership team, purchase order process, and our ways of working together.



Today through year-end 2019, we have a Transition Services Agreement (TSA) in place with Kellogg’s North America. This timing will allow all of us to focus on daily business, learn each other’s businesses, and build for the future.

- Category leadership will be provided by Ferrara Candy with some support from Kellogg’s
- Purchase Orders will continue to originate from bakeries and plants. We sent a communication out to your companies last week detailing the changes in the procure-to-pay process.
- Purchase Order based Suppliers: Please continue to send invoices to Kellogg’s until further notice. We will give you ample notification on any change
- Non-Purchase Order based Suppliers: Please refer to instructions sent from last week regarding how to send your invoices to Ferrara directly.

I want to introduce you to my team leads as well as our operating philosophies and accountabilities in Procurement at Ferrara. First, my team is responsible for all procurement and corporate social responsibility activities for Ferrara. We manage a significant amount of strategic spend, and we foster supplier partnerships that allow us to achieve supplier-enabled innovation, cost savings and risk management so our companies jointly succeed. We also have guiding principles in place that represent how we operate together.

R	Risk Management Excellence
S	Service Provider Approach
V	Value generation to the business
P	Partnership-oriented behaviors

R.S.V.P. is enabled by our “one-door policy,” which offers our suppliers direct, simplified access to our team so we can collaborate to find the best solutions. I will share more on this and other topics in the coming months.

Below is a table of team leads, their areas of focus, and contact information. Our teams are structured for clarity and focus, and I hope you’ll find us to be accessible for dialogue. To that end, please reach out to my team members with any questions. We also have a supplier portal www.ferrarausa.com/suppliers that contains useful documents, tools and resources to help in your work with Ferrara. Again, while you will continue to liaise and work with your current contacts in certain topics like Accounts Payable at Kellogg’s, this portal will be helpful for other and future information.

Finally, in 4th Quarter of this year, I will be hosting a webinar featuring subject matter experts from procurement and cross-functional teams to welcome you, reinforce how we work at Ferrara, and answer any questions on your minds. Thank you for continuing to help us bring the Keebler brands to our customers and consumers.






Sincerely,

Ahmet Hepdogan
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Procurement Leadership Team as of July 2019

Team Leader	Contact Information	
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