

# Just Born: Not that SWEET.

**For more than 60 years, Just Born and BCTGM Local 6 (Philadelphia) have enjoyed a cooperative relationship based on mutual respect.**

Workers put in long hours to make high quality confections. The Union and the Company have negotiated a generous wage and a defined benefit pension plan for the employees. This give and take existed harmoniously for half a century.

✓ **\$230 million in sales**  
(Source: 2016 Candy Industry magazine)

✓ **Double Digit Growth**

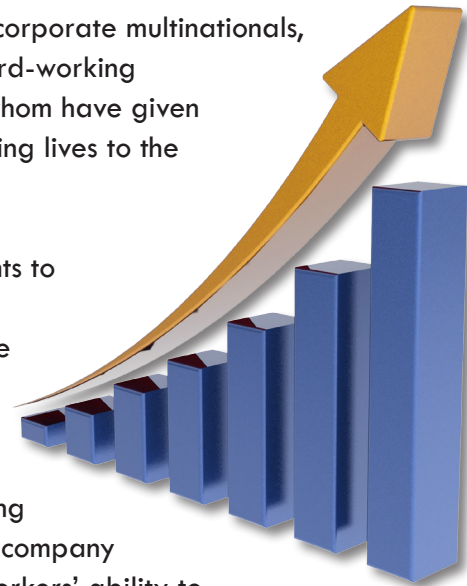
decided they wanted to accelerate the growth and profitability of the \$230 million company. A new management team was hired. Investments were made in the company's manufacturing facilities. Tens of millions were spent on new advertising.

But a few years ago, Co-CEO's Ross Born and David Shaffer

The outcome: Shaffer said the results were "off the charts", with double-digit growth in sales across all brands. (Source: *Associated Press*, March 8, 2013)

Apparently that wasn't enough for Born and Shaffer. They wanted more. And more. And much like other large corporate multinationals, they attacked their hard-working employees, many of whom have given decades of their working lives to the success of Just Born.

The company now wants to eliminate the workers' pension plan. The same pension plan the dedicated men and women of Just Born have been working decades towards. The company wants to take away workers' ability to retire with dignity and respect.



## All in the name of profit.

### SUPPORT STRIKING Just Born workers in Bethlehem!

Consumers can show support by **not purchasing** Peeps, Hot Tamales, Mike & Ike's, and Goldenberg Peanut Chews this Halloween and holiday season.

Additionally, **use Facebook and Twitter** to tell CEOs Ross Born and David Shaffer to negotiate in good faith and stop attacking their hard-working employees who have spent decades making high-quality candy products that Americans enjoy every day.

- **Facebook:** Just Born, Inc., Hot Tamales Candy, Mike and Ike, Peeps Brand
- **Twitter:** @JustBornInc

