



## TILLAMOOK® LOAF LOVE TOUR 2010

Bringing tasty cheese to the people!

*Producers of genuine Tillamook® cheese*

### Fact Sheet

#### **Tillamook County Creamery Association (Tillamook Cheese)**

- TCCA is a family farmer-owned co-operative that was established in 1909.
- TCCA's brand promise is built on delivering consistent, premium quality, best tasting dairy products based on the traditional principles established by our farmer-owners 100 years ago.
- We are committed to delivering the best-tasting, highest quality cheese in the most natural way possible.
- Our company's reputation has been guided by the century-old values of our early founders – quality, cooperation, integrity, stewardship and responsiveness.

#### **Tillamook® “Loaf Love Tour”**

- The Loaf Love Tour will kick off in January 2010 in Tucson, Arizona. From there, the tour will visit over 100 cities in 9 different states throughout the Western U.S., as well as Illinois and Texas
- The Tillamook Loaf Love Tour was created to share Tillamook's quality, best-tasting cheddar with the people.
- Loaf Love Tour “visits” include stops at local retailers, farmers' markets and local fairs.
- Loaf Love Tour attendees will have the opportunity to sample Tillamook Medium and Sharp cheddar, and also receive free Tillamook giveaways such as recipes, coupons and other Tillamook Loaf Love Tour branded items.
- The Loaf Love Tour Photo Contest provides the opportunity for Tour attendees to submit their photos from the tour for the chance to win a Loaf Love prize in a weekly drawing. Anyone who is a weekly winner is automatically entered in the drawing for the grand prize of a year's supply of Tillamook Cheddar Baby Loafs.
- Two daughters of Tillamook dairy farmers, who also were Tillamook County dairy princesses, will join the Tour as brand ambassadors.

- Loaf Love Tour attendees also will have the opportunity to become an official Tillamook Fan Club member at [TillamookFanClub.com](http://TillamookFanClub.com).
- For additional information on the Loaf Love Tour, including the complete Tour schedule, images and video visit [LoafLoveTour.com](http://LoafLoveTour.com).
- We're not only bringing tasty cheese to the people via the Loaf Love Tour, you can also purchase your favorite Tillamook cheese online and share the loaf at [TillamookCheese.com/store](http://TillamookCheese.com/store).
- Also look at Tillamook's other online communities:
  - [Tillamook Cheese Facebook Fan Page](#)
  - [Twitter.com/TillamookCheese](https://twitter.com/TillamookCheese)

### **Baby Loaf Bus Specs**

- The original structure of the Baby Loaf buses came from a 1966 Standard VW Microbus.
- Each bus was privately owned. One bus came from Boise and two buses came from Seattle.
- A fabrication shop out of Port Orchard, Washington retrofitted the Loaf Love buses.
- Each bus started out 14 feet long and is now 9.6 feet long. The buses have been lowered 3 inches to improve balance and handling. Every piece of the bus has been custom built with existing manufacturer parts and pieces.
- The buses have a top speed of 45 miles per hour and the engines get approximately 20 miles per gallon. The lower speed allows for optimal control and handling.
- Each bus took 6 weeks to complete. This included retrofitting, parts installation, painting and graphic application.
- Bus Specs
  - Length: 9'6" feet
  - Height: 5'6"
  - Engine: V4
  - Horsepower: 256
  - Drive train: Manual
  - MPH: 45
  - Color: Tillamook Baby Loaf Orange
  - Capacity: 759 2 lb. Medium Cheddar Baby Loafs