



The food industry as a whole continues to be challenged by changing consumer tastes and preferences, and Beatrice, though not having the large diversified product portfolio as in the past, we are more nimble and able to adapt quicker than most of our peers. However, that does not mean we do not have our own issues with getting attention to our products and services, and now more than ever we are determined as a well focused company to make sure that we have the proper distribution and marketing for our food and consumer products. With the recent launching this summer of our newest popcorn flavour, Classy Crisps Butter Crunch, this has turned out to be a bigger hit than we anticipated, and consumer response has been ecstatic, and Beatrice plans to push this particular flavour even further.

Beatrice has a good team, and they are committed to the success of this company, and provide the best possible service, and producing the best products in our category. 2019 is a year for further growth and expansion to help facilitate our offerings, so stay tuned.

2018 has also been an interesting year with unrelenting corrosive and partisan attacks on our current President, Donald J. Trump. Regardless of whether one likes the President or not, the pure venomous hate is unprecedented, and something I have never seen before. Sure, one can disagree, and even use civilized conversation, but what has come from the global media, especially those from CNN, MSNBC, NBC, and even the so called late night comedians, whose names are not worth mentioning here, use their programmes to start off with hitting the President from all angles, and they think they are being humorous, when in fact they are not fit to even shine the shoes of the late Johnny Carson.

The ridiculous antics from a prominent CNN news anchor, who recently in October said; “We have to stop demonizing people and realize the biggest terror threat in this country is white men, most of them radicalized to the right, and we have to start doing something about them.” That statement from a news anchor is so divisive, and ridiculous, but it was said either out of hate for white men, our President, or was a stunt to increase this particular anchors ratings. Either way it was an idiotic statement, and something that Walter Cronkite would never have said. You never knew where Mr. Cronkite stood on politics when reported the news, and in his days, you could actually turn on the news and get factual reporting, which is something you absolutely no longer get and the big media conglomerates that own the news outlets seem to care more about advertising revenue and ratings than really porting factual non-partisan news coverage, with news anchors that are partisan bigots and and arrogant showmanship and conceit. It reeks of a cult of personality that leadership in news organizations should seriously rein in, but in reality will never do, as we no longer have true objective news coverage anymore.

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The recent spat during a White House briefing went way out of line when a CNN news anchor decided to be less than professional, and totally rude, arrogant, and disrespectful, whereas he berated the President, unlike any other correspondent has ever done. News flash! You may not like or agree with the President, but have some journalistic professionalism and don't be an arrogant, inconsiderate, and disrespectful, especially during a presidential news conference. And to top it all off, to treat the young intern the way he did by refusing to give the microphone back, and shoving her. He disrespected not only the forum of the news conference, but also the President, intern, and his fellow journalists and correspondents from other news agencies. Oh, and it made his employer, CNN, part of WarnerMedia, which is owned by AT&T, Inc. look a bit foolish.

If AT&T was smart, they would reign in the out-of-control news anchors, and correspondents before their corporate image as a new media company is tarnished. The last thing WarnerMedia, and their parent AT&T need is further degrading of their media assets. AT&T needs to focus on getting CNN back to just being a core news and information organization, like they used to be, and not an entertainment news channel, which is what it has become. To be fair, FOX News, and MSNBC has also devolved into the hysteria of people yelling at each other during interviews, and news anchors giving slanted opinions. Americans are tired of this, and just want real news. AT&T, you have a slew of entertainment channels, they are TBS, TNT, Cartoon Network, TCM, and HBO. Do Americans a favour and ditch the celebrity type news anchor mentality that is so prevalent, and do what One America News Network has done, and that is just report the news! You will be surprised how Americans will come back and finally respect you CNN asset.

The most recent disgrace that CNN is embroiled in is the daughter of the current United States Speaker of The House stating that; "She'll cut your head off and you won't even know you're bleeding," (referring to her mother as Speaker of The House referencing how she will go after President Trump). CNN hosts responded to such violent wording with laughter! This is outlandish to even give a platform to such rhetoric, which is why we as a company are taking immediate action.

As a result of CNN's antics, and crazy behaviour, Beatrice management has banned CNN from our IP network, and all domains are blocked from our systems, along with our TV distribution platforms. We have even blocked MSNBC and Fox News, and depending on region, will only allow CTV News Channel and One America News Network in our company-wide properties. Our customer/vendor waiting areas and employee lounges should be an area of rest and peace, not of acrimony. Personally, I would rather have episodes of Gilligan's Island or The Brady Bunch any day over the garbage that is spewing from what is considered partisan journalism. Bring on MeTV (www.metv.com)!

Sincerely,



DeWitt P. Hoopes
President, CEO & CTO