



For: The Eli's Cheesecake Company  
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## **The Eli's Cheesecake Company Commits to Stringent Certification Processes**

At Eli's, the Art of Cheesecake means everything from coming up with the perfect recipe and selecting the finest ingredients to hand-decorating and staying up all night to bake their crisp all-butter cookie crusts. Not only is Eli's focused on the quality of the ingredients going into their cheesecakes and desserts, but also the safety of their products. In their continuous commitment to assure the absolute safety of all their products, Eli's Cheesecake has received the Safe Quality Food Certification. The Safe Quality Food (SQF) Certification program is recognized by the Global Food Safety Initiative, established in 2000. The Global Food Safety Initiative demands rigorous quality control and documentation procedures, along with third-party audits, to ensure the highest food manufacturing standards are met.

Eli's Cheesecake has taken initiative in setting up new risk prevention procedures, updating equipment, and training every associate about SQF in order to reach the Level 2 status. Level 2 is for Hazard Analysis Critical Control Point (HACCP) Based Food Safety Plans. Every associate at Eli's Cheesecake is trained to observe, test, and check each cheesecake, cake, and pastry that is produced for any hazardous materials. This certification, along with the stringent processes and procedures put into place, has made certain that their desserts are baked in a safe and clean environment. Eli's Cheesecake is obligated to pass evaluations of machinery, raw materials and manufacturing every year in order to retain their SQF Level 2 Certification. Additionally, they must provide documentation of personnel training and the quality standards of their ingredient suppliers.

Today, food safety awareness is at an all-time high. The Eli's Cheesecake Company recognizes this demand from consumers, and sees the necessity to have a certification that is recognized worldwide. In order to ensure safe and quality desserts, Eli's Cheesecake welcomes the challenge of maintaining SQF standards and certification. Through their own strict quality standards, Eli's Cheesecake intends on continuously producing consistently high-quality products.