

JUGO JUICE

August 10, 2011

Dear Andrea,

I am writing to you today on behalf of Jugo Juice to thank you for the past, current and future involvement of yourself and Health Stand Nutrition Consulting Inc. with our company. As we expand our working relationship from nutritional analysis to broader strategy, it becomes ever more apparent how closely aligned our values of balanced healthy eating are. Working with you to date has been both an extremely valuable and enjoyable experience.

Jugo Juice is a brand built on the value and the need for healthy food and beverage options as an alternative to traditional fast food. We have appreciated being able to rely on your expertise as a dietician to help us shape our menu offerings in order to best align with consumer needs and trends. Your in-depth knowledge of all the components of the science of nutrition combined with an appreciation for the emotional enjoyment of food has translated into brand-right, executable ideas. You are always willing to share your thoughts, offer your expert opinion and ultimately help us shape the best direction.

We have also greatly appreciated your expertise in speaking and education. When we have had opportunity to put together a speaking engagement series or educational video series, you have been quick to enhance the ideas and round out the program. On the execution side, it is your organization skills and thorough follow up that ensure it gets done – thank you! You have taken every project to its maximum, and it shows in the results. It has led to some very successful past projects such as the video blog series and the upcoming office speaker series.

Thank you for your contribution to our brand and our business; we look forward to a continuing successful relationship.

Sincerely,



Erin Heath
Brand Strategy Manager

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