

Mercado Global

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Mr. Grant Woodrup
HEB Central Market
4200 Broadway Road
San Antonio, Texas 78209

February 7, 2007

Dear Mr. Woodrup,

It was great meeting you last week to discuss the possibilities of developing a relationship involving our new product line Stirrings. I felt the our conversations have built a base for a strong long-term relationship in the hot-beverage category.

As stated I feel we have to offer you a diverse line of contemporary flavors designed on a unique delivery system. We've focused heavily on making all of our products all-natural from only the finest flavors available.

Our product development team has done exhaustive consumer research to find new and unique flavors to match a variety of drinks. We think that in the end it makes our flavor stirrers worth the price. And just the reason why your consumer will find this a perfect addition to their beverage habits.

We are aware and our demographics show that your shopper is looking for more interesting products in all their grocery selection. They consume more fresh products from the produce section versus buying canned or pre-prepared products. This consumer spends more time in the kitchen on food preparation and will want to serve their friends and guests the best they can find. They will spend the extra money at a retail coffee store for something they find indulgent but want that experience at home as well. But, you already know most of this through the success of your Central Market stores.

Thank you for giving us the opportunity to sell through your stores.

It's quite a compliment to us and if ever we don't hold up our end of the bargain don't hesitate to call me and discuss what we can do to improve.

But I don't think we'll be having that call.

Sincerely
John B. Tifton
President
Stirrings, Inc.

Mercado Global



John Tifton

Assistant Manager

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