Outlander Spices™

Date: 10/31/2010

To: Outlander Spices employees

From: Ann Salinski

Re: Internal update

Overview

As you know, we’ve recently finished production on latest edition of Outlander Cooking! If you haven’t yet seen a copy of the finished product, they’ll be circulating with all of our sales reps, and copies are bound to start appearing around the office.

The cookbook will be on sale for $29.99 (€20.99).

Congratulations to all who have worked so hard to get the 2010 edition of our cookbook into the hands of our customers.

In conjunction with the release of the cookbook, we’ll be sending press releases to major papers and trade publications. So that you can start fielding questions, from either press or customers, here are the major features we want to push:

* A new section on spice history, describing briefly the ways in which spices have been used and how the spice trade has impacted world events.
* A section describing some of our most popular spices, as well as some of the more arcane facts and uses of each.
* All new recipes covering a wide variety of tastes and using a selection of spices.

Availability

The cookbook will be available in bookstores and directly from our Web site. In addition, we’ll be selling it at our kiosks located throughout the country. We’ll stock kiosks based on revenue, as shown in the following table:

State City Store Location Cookbooks

MD Baltimore Prestige Market 112

MD Bethesda Prestige Market 175

MD Rockville Mediterranean Gourmet 80

NJ Cherry Hill Patterson’s Grocers 180

NJ Trenton Roma 75

NY Albany Prestige Market 95

NY Buffalo Mediterranean Gourmet 60

NY New York Patterson’s Grocers 215

NY New York Village Gourmet Bakery 230

PA Harrisburg Patterson’s Grocers 140

PA Philadelphia Patterson’s Grocers 165

VA Charlottesville Roma 120

VA Fairfax Mediterranean Gourmet 110

Closing

We’ve all put in many hours of hard work to complete this project. Thanks to everyone who had had a hand in seeing this through. Next year’s cookbook is sure to be even better!