Outlander Spices

To: employees

From: Ann Salinski

Re: Internal update

Date: 2/1/2013 12:46:53 PM

Overview

As you know, we’ve recently finished production on the 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 (€22.99).

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](file:///C:\Users\Student\Desktop\Student%20Data\Unit%202\Topic%20A\Products.html), 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.

Expansion project update

Over the next two years, we are planning to expand our [kiosk operations](file:///C:\Users\Student\Desktop\Student%20Data\Unit%202\Topic%20A\Tables.docx) to the East and Midwest to reach more customers. So, many stores will shortly have Outlander spices conveniently available to their customers.

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!