

Menasha Update

Good afternoon Don,

The work is progressing well with our expansion facility in Menasha. Albeit slower than we anticipated, the need for state occupancy approval is necessary before we can start business in even a portion of the facility.

To date we have the entire 4,000 sq. ft section cleaned out with food grade floors applied throughout. The food equipment is being shipped over from our Port Edwards facility. Keller Builders are doing the design and construction on the inside of the building, adding doors, walls, and ADA access requirements, including an upgraded ADA bathroom. Faith Technologies installed a new electrical service the entire facility, and we are working with energy consultants to help us upgrade the inefficient lighting within the facility. We expect to have occupancy granted by the state sometime in mid-November.

The remainder of the facility is currently under demolition. We hired a project coordinator and a local demolition team to selectively remove the equipment and piping that will not be used in our food processing facility. We have hired an asbestos abatement company which is working hand-in-hand with the demolition teams, removing asbestos as we find it. We have removed the lower North windows, which contained asbestos in the glazing, and as we continue on, we will remove and replace new windows. We expect to install new windows into the same framework as the old windows, but this will not be done until the construction phase is in progress.

All is progressing as planned, even though approval and occupancy has been slower than expected. We have started moving some employees into the Appleton area, and will continue to move employees towards Menasha. Thanks for all your support.

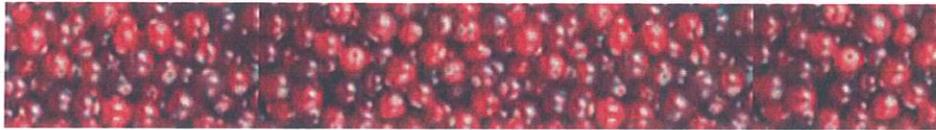
Jonathan

Don Merkes

From: Simply Incredible Foods [cransations@simplyincrediblefoods.com]
Sent: Tuesday, October 07, 2014 11:55 AM
To: Don Merkes
Subject: Simply Incredible Foods is Growing!

Simply Incredible Foods

Your manufacturer for Traditional & other Amazing Cranberry Ingredients



Simply Incredible Foods is technology-driven cranberry processing company located in central Wisconsin, the heart of cranberry country.

FACILITY EXPANSION

As many of you already know, we are expanding our processing capacity to keep up with the growing demand of our Cransations! product line. At the same time we are also expanding our facility to process traditional cranberries ingredients as well as NFC juices, which are also a significant part of our business.

WELCOME JOSH COOK!

We have recently brought on a new Sales Executive to our team! Josh comes to us with sales experience in multiple industries, and has immediately made an impact with our sales team. Josh will be working very closely with Jonathan & Chris as he builds new accounts to fuel our expansion. Please stop by our booth at the PLMA in November, or meet him at the AFFI in February!

YEAR-ROUND PRODUCTION

At Simply Incredible Foods we do not suspend operations during the fall harvest. We are here for you year-round, fulfilling your cranberry needs. So when you are looking for Sliced, Diced, Whole, or specialty cranberries don't hesitate to contact us. And when you are hungry to snack on some great tasting, healthy fruit, go find our Cransations! in the freezer aisle of over 1200 (+) grocery stores in the USA and Canada!

Please reach out to Josh with all your sales questions, as he is happy to assist, and looks forward to your calls and emails.



140 Market Avenue
Port Edwards, WI 54469

Josh Cook
Josh@simplyincrediblefoods.com
715-697-6232

www.simplyincrediblefoods.com

Our Product List

Cransations

Our traditional Cransations are great tasting whole sweet IQF cranberries, made with 100% juice to bring out a “WOW” of fruit sensations with every bite.

Flavor Options: Original Pomegranate Very Berry Cherry
Apple-Cinnamon Orange Sunburst (multi-colored)

Cransations IQF Cranberry Sauce

This is an incredible frozen product with multiple uses in a meal or sandwich. With a three-week refrigerated shelf life after thawing, this cranberry sauce only needs to be microwaved for a minute and it thickens into a beautiful Cransations sauce.

NFC Cranberry Juices

Our single pressed juices are pure cranberry and Not-From-Concentrate. They are perfect for all-natural juice companies as well as wineries. We can offer juices pasteurized, non-pasteurized, clarified or cloudy. We utilize a unique extraction technique which yields a high flavor and high brix NFC juice. You get a great tasting full bodied juice that is steps above anything else on the market.

Cransations Drizzle

We produce a unique, great tasting cranberry drizzle that is popular on parfaits, ice cream, yogurts, and even salads. The all natural cranberry drizzle has the perfect cranberry taste and viscosity for all these applications.

Reduced Moisture IQF Cranberries

Customers that battle moisture issues in cranberries absolutely love our lower moisture IQF cranberries. Our lower moisture cranberries contain only 50% of the original moisture content. They are not shelf stable, but do provide bakers and manufacturers options for stabilizing water activity levels in mixes using cranberries.

Traditional Cranberries - We supply food service and manufacturers with traditional whole, sliced, diced, and halved cranberries, by the pallet and the truckload.

We ship out samples on a regular basis. Please contact us for samples and we will gladly keep your storeroom stocked with great tasting dark sweet cranberries.

We are a full service cranberry processor. If you need NFC cranberry juice, concentrate, traditional cranberries (whole sliced or diced), we can supply you with fruit!

This message was sent to dmerkes@ci.menasha.wi.us from:

Simply Incredible Foods | cransations@simplyincrediblefoods.com | Simply Incredible Foods, LLC | 140 Market Avenue | Port Edwards, WI 54469

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