

no Junk good food INC.

SOMETHING TO THINK ABOUT.

For those of you who use our service you know that we changed the procedures in how we prepare and cook our menus this current school year. This undertaking has been a huge challenge for us as a company! In the past we served some processed foods like chicken nuggets, turkey hot dogs, fish sticks, and tator tots, but over last summer we decided to go ALL NATURAL and ORGANIC getting rid of all processed foods. We wanted to make everything ourselves including baking our own breads, which are free of preservatives and high fructose corn syrup. Additionally, we only purchase meats that are all natural. Despite the significant increase in food costs and labor. We were excited to see how this new approach would be received by both kids and parents.

LOOKING BACK

Unfortunately, the majority of children were very reluctant to try the new food items, especially when they looked a little different from what the kids are used to. One example was our all natural chicken breasts and Pacific Cod nuggets which we cut into chunks, tossed in flour, eggs and toasted panko, seasoned and then baked in the oven. We were very confident that these menus would be a big hit, but it was not! The kids did not like them. They did not look like the processed nuggets and fish sticks and for sure did not taste like them either. The same was true with our hamburgers. We switched to an all-natural beef product on a homemade hamburger bun. They looked and tasted different than the store bought hamburger buns and pre-cooked beef patties we served before.

LOOKING FORWARD

In today's world there is a great deal of focus on eating habits and a healthy life style. Specifically, there is a great deal of attention to obesity. Rather than just talking about it we decided to do something about it. We were well aware that this would be an uphill battle, but we remain determined. Unfortunately, we alone cannot make the change all by ourselves. We realized we need the support from the parents and the initiatives have to come from home.

If we were looking at our service with business eyes only, we would serve nothing but processed prepared food such as nuggets, hot dogs, corn dogs etc., because this is what the average child is familiar with. Fortunately, as a company this is not the direction we want to go. We are fully aware that this will take time, but fortunately this generation of parents is paying much more attention to their child's health and well-being. We are confident that this trend will prevail!

We truly believe that nutritious eating habits not only help the kids stay fit and healthy, but certainly also help their motivation and learning. This will only benefit them later on in life. Please help with what we are trying to do.

On April 1st. we launch our new menu which has been taste-tested and approved by the students at St. Benedict and St. John Schools. We anticipate that you will approve. Please look up the new menu at: www.nojunk-goodfood.com.

Sincerely,

Bente Oestergaard
CEO
No Junk Inc.