



July 10, 2019

Greetings Christopher;
Our heartiest congratulations on your well-earned AVA 'Best Taste' 'Most Innovative' Award for your meat alternative spreads.

Great to see you at the IDDBA Show this past June in Orlando.
Thank you for explaining first hand about the unique attributes and marketing opportunities your 'Spread Instead' products can offer.
The plant based category is exploding!
I completely agree that Deli departments, (traditionally not 'plant based' territory) would be an ideal welcome placement for your spreads as part of any Deli lineup. Also, produce and frozen would obviously be a natural.

Our esteemed AVA Review Team had a rare experience when presented with the spreads for evaluation.
It wasn't typical of our garden-variety of submissions.
The team sampled each flavor on its own, on crackers, tortilla chips, and celery sticks.
Yes, each team member had their fave.
The 'Buffalo' flavor popped through spicy tortilla chips, while the 'Cilantro Lime' was a favorite with the celery bunch.
The five flavors were true to their name, and held up well to their claim.
All agreed the texture, mouth feel, and spreadability were consistent and appealing in all the flavors.

Once again, congratulations on a product well done!

Best regards,
Len
Len Torine
Executive Director

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