



January 25, 2012

**MIRKO PASTA RETAINS NEW PURCHASING & FOOD DISTRIBUTION CONSULTANT**

Dear Mirko Pasta Franchise Owners & Managers,

We are pleased to announce that effective Feb 1<sup>st</sup>, 2012, Mirko Pasta has engaged the services of IMPACT FOODS MARKETING, INC. (IFM) to be our new service provider for food distribution oversight and to handle our food & non-food purchasing negotiations with our vendors. IFM replaces our former service provider in this area.

IFM's principal is Bill Beard, a foodservice industry veteran with over 30 years of experience in the foodservice industry. Bill's experience primarily revolves around foodservice distribution purchasing and he has experience in all areas of distribution including sales, operations and executive roles. Bill started IFM in 2007 and we are confident that he & his company will bring great value to our organization.

**IFM key responsibilities will include-**

- ***Manage and audit the prices being charged by our distributor(s) to be sure they are the correct prices and markups as negotiated in our MDA with our primary distributor.***
- ***Make sure all current price contracts with vendors are correct and negotiate to improve pricing on those contracts and work to improve pricing in all product categories.***
- ***Help with Quality Assurance of our existing products and make sure we are getting the quality we expect from our Vendor Partners.***
- ***Assist in sourcing new products and vendors as we work to keep our menu current and make any menu or product changes.***
- ***Manage the RFP (Request for Proposal) process when and if Mirko Pasta determined it was time to look at other distribution options.***
- ***Analyze the way our distributor(s) purchase products to be sure that the freight component of cost is accurate as it relates to Mirko Pasta's volume***
- ***Be an advocate and a voice for all Z's as it pertains to any distribution issues that you may have, or cannot resolve, with our primary distributor.***

Bill will likely be contacting you soon, but feel free to reach out to him and welcome him to Mirko Pasta. His contact info is –

***Impact Foods Marketing, Inc.***

***Bill Beaird***

***President***

***2582 Dean Way***

***Lawrenceville, GA. 30044***

***[www.impactfoodsmarketing.com](http://www.impactfoodsmarketing.com)***

***Email- [bill@impactfoodsmarketing.com](mailto:bill@impactfoodsmarketing.com)***

***Office/Mobile # - (770) 833 8369***

We are excited about this new relationship with IFM and the benefit that it brings to our Franchisees.

Sincerely,

Mirko Franchising, LLC