



BULLETIN #327

October 12, 2011

TO: All Liberty Richter Distributors & Brokers

FROM: Mary Beth DePersio

SUBJECT: Introducing **CAT CORA'S KITCHEN by GAEA**

Introduced in 1995, Gaea has grown to be a globally recognized and trusted brand, synonymous with quality and the healthy Mediterranean lifestyle. The olives have seen fantastic development here in the U.S., increasing faster than any other Greek olive brand in the market over the last 5 years. We are pleased to announce the next phase for Gaea...the launch of **Cat Cora's Kitchen by Gaea**, a new co-branding collaboration with Celebrity Chef Cat Cora.

We officially launched **Cat Cora's Kitchen by Gaea** (GCCK) at last month's Winter Fancy Food Show. The reception was incredible. Everyone was buzzing about the products and Cat's appearance at the Liberty Richter booth. The sleek, new design of the packaging reflects the quality Gaea is known for and confirms the time and effort put in to create a true co-branded line of authentic Greek cuisine. This is not just another celebrity chef product line. The results are fresh and clean.

GCCK sku's will replace the former Gaea sku's of the same description. The UPC's will remain unchanged as will the ingredients inside the package and all specifications, *including current pricing*. There will be a natural bleed-through from old package to new and we anticipate all GCCK labels to be shipping in the next 4 – 6 weeks (some items will be faster than others).

Please see attached price list and sell sheets for specific details.

Be sure to have these essential items ready when retailers come knocking...because they will. Their consumers are demanding it.



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