



BULLETIN #310

November 29, 2010

TO: All Liberty Richter Distributors

FROM: Mary Beth DePersio, Marketing Director

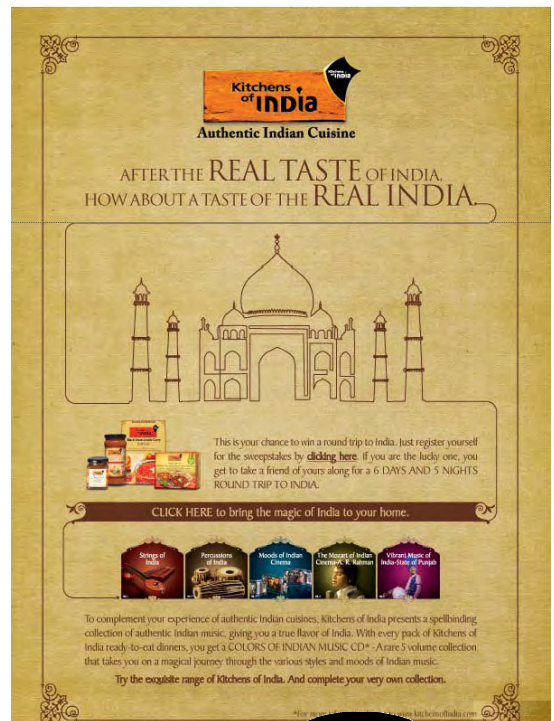
SUBJECT: Kitchens of India

It's no wonder *Kitchens of India* is one of the fastest growing Indian brands in America. The products are all natural, authentic, competitively priced and easy to prepare. Not only do we have a full support program for the trade, we also focus heavily on the consumer. KOI offers a variety of programs throughout the year geared toward the final consumer.

Kitchens of India is currently running a "Win a Trip to India" Sweepstakes. The notification to the right was emailed to consumers who opted in on the KOI website. To tie-in with the sweepstakes, we have a special header for the KOI shipper to help communicate the sweepstakes on store floors. The ever-successful in-pack CD giveaway is also underway and getting fabulous results. Consumers are calling all the time trying to complete their set of collectible CD's. This is the 5th year running with this program and it gets more popular ever year.

Be sure to stock plenty of *Kitchens of India* products...buyers will be ordering as their consumers demand more!

Pricing and promotions are attached. Please contact your Regional Sales Manager with any questions.



Header for Shippers!



On every pack!

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