



March 7, 2012

Re: Chiasson Consultants Inc.

To Whom It May Concern:

We operate 35 Food and Beverage locations at Toronto Pearson International Airport. Our units include full service, casual dine, snack bars with bars, grab and go, and quick serve units.

We engaged Diane Chiasson, FCSI, President of Chiasson Consultants Inc., to visually merchandise some of our units. The original idea was to merchandise three units, but we were so impressed with her work that we ended up merchandising an additional four units. Some of the results and highlights are listed below:

- Diane has access to sources and products, and her products are of better quality, with prices at less than what the operator can source
- Diane supplies the merchandising pieces
- Diane sources and provides information and recommendations on current trends and items
- Diane was used as a resource for marketing and merchandising current items
- Diane researches products and suppliers for us, and reviews for quality, pricing and compatibility
- Sales of adult beverage increased 300% after merchandising
- Sales of sandwiches increased 50% after merchandising
- Capture increased after merchandising – the attractive units enticed additional customers
- New items recommended by Diane have resulted in increased sales of 1%
- In merchandising units, Diane did not reduce the number of items available for sale, but actually increased sku's and quantity of items on display
- The merchandising was practical
- Diane understood the operational flow, traffic patterns and guest behavior, and customized the merchandising with all considered resulting in no negative operational impacts

Diane's merchandising technique is unique. She is easy to work with and understands business, customer trends, and is able to apply her knowledge and resources resulting in a very successful outcome.

Sharon Rice  
Senior Director Operations  
HMSHost  
Toronto Pearson International Airport