

To whom it may concern

Before we decided to open the Tea Emporium, we spent several months doing research and planning to make sure that the store would be a great success. One thing we are glad we did was to get in touch with Diane Chiasson, president of Chiasson Consultants Inc. We met Diane back in the mid-nineties at the Marché Mövenpick at BCE Place, where she had been working as a consultant for the Mövenpick chain of restaurants for 18 years.

Back then, we immediately recognized Diane's talent and vision for merchandising, marketing and design, and with her groundbreaking work at the Marché Mövenpick, we knew she was one of the best in the industry. So when it came time to open the Tea Emporium, we knew whom we needed to call.

Diane was incredibly helpful. During our meeting, we brainstormed on the concept and design of our future store, as well as ideas for our promotional and marketing campaigns. She used her years of experience in both the foodservice and retail industry to generate innovative and creative ideas that we were able to apply successfully in our operation.

But more than just ideas and strategies, Diane was also a great coach and motivator. She encouraged us to move ahead with our ideas and turn them into realities. Today, we own and operate six Tea Emporiums stores across Toronto, and continue to grow and expand. We thank Diane for helping us achieve our reality and beyond.

Sincerely,



Shabnam and Frank Weber  
Owners  
The Tea Emporium