



Shoeless Joe's Limited  
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To Whom It May Concern:

We hired Diane Chiasson, President of Chiasson Consultants Inc., for a full-day foodservice and retail assessment program of our chain of restaurants. My team and I found her to be incredibly organized, and she offered a lot of informative and helpful suggestions and ideas. She was very prepared, having visited two of our restaurants, and spending a few hours at each one researching our brand, food, décor, menu and much more, before our scheduled meeting. She also kindly obliged my last minute request to visit a third restaurant the night before our meeting, as I had wanted her to take a look at our latest opening as well.

During our assessment, Diane wasted no time in getting right down to business. Upon arrival, she proceeded to give us her input on every subject we had arranged to talk about including décor and interior design, lighting and signage, our menu and point-of-sales materials, merchandising, take-out and retail opportunities, our advertising and marketing campaigns including direct mail, website and email, selling and upselling, and customer service.

In just one day, it was incredible how much new and useful information we received, which we plan to apply immediately. As soon as we started, we knew that Diane was a true expert in her field. Her many years of hands-on experience in both the foodservice and retail industries really came through. Her "no-nonsense" approach was refreshing, and really opened our eyes to our current problems and what we could do to fix them. Her suggestions were realistic and easily doable.

I look forward to working with Chiasson Consultants Inc. again in the future.

Sincerely,

A handwritten signature in black ink, appearing to read "Fred Lopreiato", is written over a white background.

Fred Lopreiato  
President & CEO  
Shoeless Joe's Limited

WE'RE SERIOUS ABOUT GOOD FOOD!