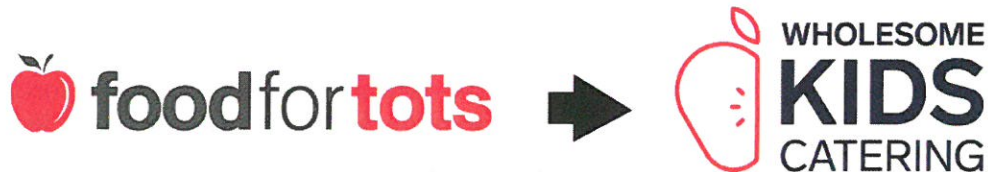


IMPORTANT ANNOUNCEMENT

Dear Customers,

On March 19, 2019 we sent out an email with some very important news to share with you. In case you haven't heard, we are thrilled to announce that on April 15, 2019, we are changing our 'operating as' company name to Wholesome Kids Catering. Please share this information with your team.



Wholesome Kids Catering will continue to operate with the same family ownership, professional management and your customer service team. Wholesome Kids Catering will continue to live out our mission of Enriching Lives and be your Trusted Partner and be here to answer any questions you may have about this change.

WHY ARE WE CHANGING OUR NAME?

We are making this exciting change for several reasons:

- Our new name shows the progression from 'tots' to 'kids' and is more inclusive of all the ages of kids we are catering to today.
- The word wholesome stands for healthy and nutritious and on April 15, 2019, our new menu will be launched and it is our healthiest menu yet!
- Parents want to know their kids are eating healthy foods – and this change will communicate this more directly in our name.
- The emphasis on kids also represents our continued focus to serve foods that kids love to eat.

We will continue to operate as Food for Tots until April 12, 2019.

As a way to honour our past as Food for Tots, we will be keeping a red apple in our new logo. It's important that we acknowledge this change as a progression of where we are today, and not a fresh start. Our customers are very important to us and we want to keep catering to you now and into the future. We will be making every detailed step to ensure a smooth and simple transition for your centre and will have more details to share, like new email addresses, website etc. as we get closer to the date.

Wholesome Kids Catering will continue to provide healthy and nutritious meals and snacks to kids at child care centres and schools in the Greater Toronto Area.

Our mission is to enrich the lives of those we serve and through education and providing amazing foods it will allow the children to focus on their learning and growing, fueling their bodies for activities like playing at the park, playing soccer or playing the piano. Being your trusted partner, we will continue to help kids **eat, grow and thrive!**

Sincerely,
Food for Tots Team

FREQUENTLY ASKED QUESTIONS



Why is Food for Tots changing their name?

Of course, we love the name Food for Tots, but there are few reasons why it is time for a change.

1. **The Kids!** Today we are serving kids in childcare centres, schools, and before and after school programs. The kids we are serving are between the ages of 1 -12 years old. We want a name that is inclusive and reflects all the kids we cater.
2. **Food Today!** Wholesome means Healthy and Nutritious – and so perfectly describes the foods on our menu and also better reflects our role as a Trusted Partner with you. Parents want to know their kids are eating Healthy foods – and Wholesome Kids Catering shows this more!
3. We see this change as a natural evolution of who we are, the red apple in our new logo, although it looks different, is a visual reminder and honours Food for Tots. We are not changing who we are - our mission, to Enrich Lives, is still at the core of why we do what we do!

When will this change happen?

Officially, our name will change on Monday, April 15, 2019. This is the same day we launch our new Spring / Summer Menu – our Healthiest menu yet!. We are sharing this news with our customers early as you are very important to us. We want you to have time to understand why we are changing and to ask us questions before the big day! We want your experience with Wholesome Kids Catering to be great, and we have a few fun things planned as we get closer to the date.

Is ownership or management in the company changing?

No. Wholesome Kids Catering is still a family run business owned by the Bhaloo family since 1993. We also have a management team that has been growing, but is not changing. Customers and kids are at the heart of what we do, and you will continue to receive the same excellent service you have been receiving.

Will your email address be changing?

Yes. Our email addresses will be changing on Monday, April 15, 2019. You will receive your Good Morning Email from our new email address by 8:15am that Monday. Not to worry, we will still receive all emails that are sent to our Food for Tots for the first 30 days of this change.

Be sure to check out our new website at www.wholesomekids.ca on April 15th!




Will my contract need to be changed?

No. All existing terms and agreements will remain in force. We are not changing our legal name, only our “operating as” name.

How will this change impact the menu?

The new Spring / Summer Menu is ready to be launched and yes, it is Wholesome! This menu is full of scratch made, local and healthy meals and snacks! We are using the Nutritional Guidelines for Childcare Settings released by the Ontario Dietitians and Public Health (ODPH), and the new Canada Food Guide as our guide to develop this menu. We are doing more in-depth nutritional analysis and focusing on healthy sugar, sodium and fat levels in our foods.

Our WHOLESOME Menu Includes:

-  Simple, wholesome ingredients for growing bodies and minds.
-  Meals and snacks using municipal, provincial and national nutritional guidelines.
-  Food kids love to eat.

When we do these three things well; the kids win! It helps them stay focused when they are learning, fuels their activities like soccer or play time, and ultimately helps kids **eat, grow & thrive!**