

Dear Buzz Bite® Vending Distributor,

Thank you once again for your continued support of Vroom Foods, Inc. and the world's best tasting, highly caffeinated products Buzz Bite® Energy Chews and Foosh® Energy Mints.

Please read our updates below.

1. Don't Be Fooled By Cheap Imitators– a Buzz Bite® looks like this:



Buzz Bite Chocolate



or Buzz Bite Mint Chocolate

It has come to our attention that people thought they were selling Buzz Bites when they were not. Buzz Bites are ALWAYS in a sealed, printed-foil wrap, displaying the Buzz Bites logo and 1 chew (illustration) = 1 cup of coffee (illustration). Buzz Bites NEVER come in plain foil (no printing) for safety reasons.

As with any leading product, copycat and imitations eventually follow. Buyer beware! Please make sure the product your machine insert represents is the product you are actually vending.

2. Public Relations – Wow! Check out our recent PR:

We work tirelessly to build brand awareness through various public relations resources. Here is a list of our most recent PR successes.



Our most recent TV appearance was on CBS on Friday, 2/27/09. You can view it here: 2/27/09 <http://www.cbs2.com/video/?id=94773@kcbs.dayport.com>



1/6/09 <http://www.time.com/time/travel/article/0,31542,1869928,00.html>



12/28/08 http://www.abc15.com/content/living/yourhealth/story/Forget-coffee-try-a-Buzz-Bite-for-a-quick-boost/fcVACFG_bUCzbUTmzEUBwQ.cspX

Other Blogs, Reviews, etc:

2/26/09 <http://caffeineking101.blogspot.com/2009/02/foosh-energy-mints.html>
2/6/09 <http://media.www.gcsunade.com/media/storage/paper299/news/2009/02/06/CampusNews/The-Caffeine.Conundrum-3615870.shtml>
2/3/09 <http://www.thepulsemag.com/wordpress/2009/02/0209-a-bite-sized-buzz>
1/31/09 <http://www.darrenwilliger.com/blog/caffeine/a-look-at-some-non-traditional-caffeinated-products/>
1/27/09 <http://www.thechocolatereview.net/2009/01/20/mint-chocolate-buzz-bites/>
1/26/09 http://www.chillonline.ca/article.html?article_num=219
1/22/09 <http://media.barometer.orst.edu/media/storage/paper854/news/2009/01/22/News/Caffeine.Boost.In.Buzz.Bites-3592620.shtml>
1/13/09 <http://www.1800blogger.com/2009/01/13/foosh-energy-mints/>
1/12/09 <http://www.caffeineguru.com/reviews/foosh-energy-mints/>
1/8/09 <http://geeks.pirillo.com/profiles/blogs/foosh-energy-mints-reviewed>
1/1/09 <http://geeks.pirillo.com/profiles/blogs/buzz-bites-review>
12/23/08 <http://www.examiner.com/x-1537-LA-Food-Examiner~y2008m12d23-Great-conversationstarting-party-foods-for-New-Years-Eve?comments=true>
12/17/08 http://abclocal.go.com/kabc/story?section=news/food_coach&id=6557635&rss=rss-kabc-article-6557635

Press Releases

2/16/09 http://news.yahoo.com/s/prweb/20090216/bs_prweb/prweb2068534_1
2/6/09 http://news.yahoo.com/s/prweb/20090206/bs_prweb/prweb1963854_1
1/12/09 <http://www.topix.net/content/prweb/2009/01/vroom-foods-encourages-people-to-make-a-new-years-resolution-to>
12/5/08 <http://www.topix.net/content/prweb/2008/12/vroom-foods-powers-college-students-with-convenient>

We've received sample requests from several hundred radio stations, including FamilyNet TV/Radio and given DOZENS of interviews (some as early as 4:00am)! The word continues to spread from country western stations, long-haul trucker favorites to good ol' rock and roll.

3. Updates To Website

Please check out the latest changes to the Vending Resource section at <http://www.vroomfoods.com/vending/index.html> as well as the "hidden" link at: <http://www.vroomfoods.com/hidden.html>. This is a special "vendor only" section with additional resources for you. This site has special order forms, past email updates, various agreements and information about the 150 count displays. We strongly encourage you to check it out and definitely read our Dec 2008 email update.

We are constantly updating our website. Soon we will have a special section for PR. With a simple 'click' you will be able to review print, audio and video publications. We are also updating the 'Links' section (Caffeine Information and Resource) with the most recent caffeine related information from various reputable publications.

4. New Inserts

In reference to our last email update; negotiations are still underway with Red Bull. Although this process has taken much longer than we expected, we appreciate your patience and will replace your old inserts with new (generic energy can) inserts as soon as negotiations are finalized and we are able to release them. Please continue to use the inserts you have.

5. Spam Emails

We have received several calls and emails complaining of spam email about “energy chews” that was sent out to over 400+ vending distributors last week.

Please note that Vroom Foods, Inc. was not the originator of that email and would never send spam emails offering quick deals with large minimum product requirements. That just isn't our style.

6. Fresh is Best!

Fresh product is always best! Therefore, please check the label on your case(s) of product for its “best use date”. We recommend product be used within one year of manufacture date.

Unlike its imitators, Buzz Bites were formulated to have a great taste with a decent shelf life. Properly handled, caffeine inside a Buzz Bite is a very stable ingredient and won't lose its effectiveness over time. With that said, a two year old Buzz Bite does not taste as good as a one year old Buzz Bite.

In addition to moving stock through vending machines, you can also sell 150 count Buzz Bite single serve dispensers (birdfeeders). We are hearing many great stories from distributors who are placing them next to cash registers and in other creative locations. You fill the dispensers with your own supply of bulk Buzz Bites and sell to the retailer – no quarter collecting needed! For more information on single serve dispensers, go to: http://www.vroomfoods.com/vending-res/Single%20Serve%20Dispenser_100908.pdf

Reminder – We only have a 1 case minimum when purchasing BULK Buzz Bites and a 2 case minimum when purchasing retail tins & blister packs.

Please feel free to give us a call with any questions at 949-515-1616.

We wish you the best in your endeavors.

Seriously Caffeinated®,

The Vroom Foods Team