



bg health group
a proud canadian company

June 22, 2016

BG Health Group Inc was founded by our owner several years ago as a result of his improved health condition due to the use of flax seed oil. With a curious and innovative mind, further investigation into the multiple purposes and uses of flax seed oil was done, resulting in the discovery that flax seed oil could be used in capacity that it never had before. After much research & development, we found the propriety method to use flax seed oil in high heat cooking applications and launched North America's first brand of Flaxseed Cooking Oil, Alligga.

www.alligga.com

We obtained full organic and other certifications, and entered the Canadian and international marketplace in 2014. Although we established a good foundation in Canada, we wanted to take our business to the next level and get our exceptional and innovative products into a higher volume of distribution nationally and globally.

We were then introduced to Michael Theodor of MT Consulting. After several interviews and checking his references and his previous successes with many organic brands as a national broker, we brought him on as our lead consultant in the spring of 2015.

Michael immediately got right to work with the Alligga brand. Working closely with our Director of Sales, Adam Maas, he devised a successful strategy to secure national distribution using Canada's largest national organic and natural products distributor. After many months and a great deal of follow ups, calls and relentless effort, Alligga was accepted by this distributor. It was a big breakthrough for our brand.

In addition, Michael helped, through his numerous connections across Canada, to secure a high level meeting with Loblaw's at their head office in Toronto where he, Adam and our Corporate Chef Alana presented Alligga to the Loblaw's senior management. The results were an acceptance for both PC Organic and a listing in the Natural Value section of the chain. This required a professional acumen and a lot of effort on his part, understanding the industry and constantly following up and getting updates to keep the project "fresh" to those team members at Loblaw's.

We then discussed our strategy for getting into the USA, and because of Michael's background as a national broker and his extensive knowledge in understanding this business, we directed him



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to hire a large US broker to present to the #1 USA retail chain for a direct listing. We are awaiting the final results of this but we feel our chances in getting listed in thousands of stores across the USA are good under Michael's guidance.

In addition, Michael has reached out to potential private label opportunities both nationally and globally, and has brought value and potential extra revenue to our brand through those efforts.

Michael's work ethic is excellent. He is relentless in making sure buyers get informative information on our product, samples and disciplined follow up.

Because Michael understands human nutrition so well, he not only uses Alligga at home for cooking, but makes sure that potential buyers "really get" the strong features and benefits of our product.

All of our calls and e-mails are answered within 24 hours, and Michael is like an elephant....he never forgets. He can be counted on in every facet of customer service and consulting.

The Alligga Team highly recommends Michael Theodor at MT Consulting to any prospective client who wants a highly skilled and knowledgeable consultant with over 34 years of experience in our channel and numerous industry awards for excellence, to take their brand to the next level.

Sincerely,

Dennis Gunn
Vice President of Operations