

Connect Through Life

SARAYA Canada

June, 2016

Letter of Reference for MT Consulting

Saraya Canada Co., Ltd. is a division of Saraya Co., Ltd , www.saraya.com a leading Japan-based international company providing a wide range of health products to households, businesses and hospitals worldwide. In North America, one of SARAYA's leading brands is "Lakanto Monk Fruit Sweetener" www.lakanto.com/www.lakanto.ca a unique product that looks and can be used like sugar, but has zero calories and zero glycemic index.

Our USA business had grown dramatically in the last two years to over 15,000+ stores, and the Canadian business was growing too, but we had some major "gaps" in Canadian market that needed to be fixed.

We had met Michael Theodor previously at a major trade show and had talked a bit about the Lakanto products. When it came time to decide who was going to lead our efforts to secure more sales for Lakanto, we circled back and interviewed Michael.

We were not fully aware of the distribution layout in the west, so he patiently outlined to us what his plan would be to try and maximize as many distribution points in western Canada. Michael also was very enthusiastic about Lakanto after personally using the product and seeing its nutritional value and great taste.

We hired MT Consulting in November, 2015, and Michael got right to work. He reached out to the largest distributor here, but after a period of time they did not accept Lakanto. He then revised his strategy, and presented to a distributor on Vancouver Island, a distributor in Alberta covering 3 western provinces, and the Choices chain.

This was a great deal of effort and strong determination on his part. Many e-mails, calls, forms, follow ups and waiting. He also set up trade show meetings at Expo West in Anaheim and spent a good deal of time bringing the potential accounts to our booth to learn about and sample Lakanto. Michael has discipline and system with his follow ups and was relentless and determined to make Lakanto a success in Canada.

The result was all three of these customers took our Lakanto line, and it was exhibited at the CHFA Show West in the spring with great success. Many stores ordered Lakanto, and we secured listings at Thrifty's, Choices, and many more. Major chains in Canada will be presented to soon through Michael's efforts.

In addition, he has uncovered other bulk opportunities for Lakanto as well.

We would highly recommend MT Consulting if you want a real professional, with over 35 years of experience in the organic/natural products industry, who can utilize his amazing contacts across Canada and his ability to bring your product to market with success. He was also the recipient of the CHFA Hall of Fame Award in 2006, the only broker in Canada to ever do so.

Sincerely,



Margarita Valou
President