

From: Jeffrey Epstein <jeevacation@gmail.com>
To: Steve Hanson <[REDACTED]>
Subject: Fwd: Lyfe Kitchen
Date: Fri, 09 Nov 2012 16:43:49 +0000

dr alexander

----- Forwarded message -----

From: drsra <[REDACTED]>
Date: Fri, Nov 9, 2012 at 12:37 PM
Subject: Re: Lyfe Kitchen
To: Jeffrey Epstein <jeevacation@gmail.com>

These guys have 2 restaurants in LA that focus on good tasting, healthy foods at reasonable costs. They also developed a line of frozen dinners that are put in microwavable for 5 minutes or oven for 30, that "plate" attractively, are balanced nutritionally, have around 500 calories, and are low cost (currently around \$7. They will lower the price when volume allows the cost to go down).

They are in several grocery stores in Cal. and are based in Vancouver. The chef who helped develop the products worked for Whole Foods and is familiar with the retail end of F&B. They had a younger lady who ran the trucking/distribution of produce nationwide for multiple growers and retailers, including imports from Mexico and Canada. They supposedly have a contract to put the frozen products in stores nationwide after Jan '13 and are in talks with Publix. I asked about how they could ramp up production so quickly and the Chef/Whole Foods guy said he knows food producers with idle capacity that can produce the quality they demand at a price point that is easily profitable.

Their goal is to provide busy people with quality meals that taste great, are balanced nutritionally, relatively organic, low calorie, cheap and best of all, quick and easy to prepare. (they come in a paper bag rather than plastic steam tray. The LA folks at the ranch all raved about the damn stuff. It could be a dud or a monster investment, or something in between. Thought I'd let you know so you could check it out. I am unsure how well capitalized they are, but they are apparently going gangbusters getting ready to roll out the frozen foods line and franchise the restaurants.

--- On Thu, 11/8/12, Jeffrey Epstein <jeevacation@gmail.com> wrote:

From: Jeffrey Epstein <jeevacation@gmail.com>
Subject: Re: Lyfe Kitchen
To: "drsra" <[REDACTED]>
Date: Thursday, November 8, 2012, 6:39 PM

Will ask

On Thu, Nov 8, 2012 at 6:54 PM, drsra <[REDACTED]> wrote:

Met Stephen Sidwell, John Mitchell and Brendan McDonald of Lyfe Kitchen this past Sunday when I was out at a ranch in Malibu. Had dinner with them after a small function and sat across from Mitchell. Learned about their operation. They are ramping up for nation-wide distribution in January '13. It looked like an interesting investment opportunity. Their product for distribution in grocery stores (and apparently have a contract with Costco already) is good. Do you know anything about these guys and their businesses? If not, Steve Hanson might.

Hope all is well with you.
SRA

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