

LETTER OF INTENT



kordon vert

SAME CAFETERIA JUST GREENER



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DATE
Dear (Client's Name),

Kordon Vert is pleased to offer you a solution to boost productivity, health and happiness through healthy meal catering services and a selection of different cooking workshops designed to fit to your schedule. Depending on your company's catering needs (breakfast, lunches, dinners, snacks, workshops or special events), Kordon Vert will provide you and your employees with healthy meals (sourced through local food cooperatives, grocery stores, and restaurants) that will boost productivity and foster a better work environment.

PRODUCT OVERVIEW



PEOPLE

- We team up with nutritionists and psychologists to design a menu that improves employees productivity, physical and mental health
- We partner with high-quality local farmers' cooperatives, grocery stores & restaurants to prepare meals
- We deliver the food your company will love on a regular basis.

FOOD

- We believe food is a central element in creating human connection. By providing highly customized meals, we ensure that your employees spend more time socializing and less time deciding what to eat
- In addition to meals, we develop a set of communal cooking workshops that contribute to creation of a better team within your office.



TECH

- Our efficient online platform allows you to be in touch with our account service representatives that can guide you through the process of selecting and customizing the services we provide to you;
- We maintain and provide you access to the database of meals and activities catered to your company. We collect ongoing feedback to modify our services and tailor our menus and activities to your employees' needs;
- Alongside a team of highly qualified nutritionists, we use primary (your employees) and secondary (existing research) data to implement portion control that reduces food waste at your office.

BENEFITS - OUR VALUE PROPOSITION



Kordon Vert improves employees' productivity, health and reduces businesses' costs associated with food waste by providing companies with a delicious, responsible and sustainable catering service.

Our catering service model enables companies to maintain high levels of productivity throughout the workday. Due to specialised lunches, employees are more likely to take a full lunch break where they disconnect from work and socialise, enabling them to work more **productively**. Kordon Vert provides a source of nutrition that directly improves both **mental and physical health** of your employees. It also reduces chances of employees aggravating their conditions (i.e. eating unhealthy/not eating at all) by ensuring a consistent dietary plan. The positive effects of healthy eating on physical and mental well-being will save your company costs of employee health care & burnouts.

By working with local food cooperatives, grocery stores and restaurants, our service also limits the **environmental footprint** your company may have and ensure the least food waste possible.

WHAT MAKES US DIFFERENT? COMPARATIVE ADVANTAGE

We are not just a simple healthy catering service, Kordon Vert is a social venture committed to avoid any **unnecessary waste** and be the closest possible to **local food** producers. Besides providing you with **nutritious meals** designed to boost your productivity and enhance well-being at work, Kordon Vert promises to help you assert your company's **social and environmental engagement**.

SUBSCRIPTION PLANS



BASIC	BUSINESS	PREMIUM
1 meal per day + 1 happy hour monthly + 1 workshop weekly	2 meals per day + 1 happy hour biweekly + 1 workshop weekly	3 meals per day + 1 happy hour weekly + 1 workshop weekly
ADDITIONAL SERVICES		
<ul style="list-style-type: none">• Nutritional Analysis & Recommendations• Online account manager• Custom Menus• Access to company's nutritional data	<ul style="list-style-type: none">• Nutritional Analysis & Recommendations• Online account manager• Custom Menus• Access to company's nutritional data• Nutritional data analysis and visualization	<ul style="list-style-type: none">• Nutritional Analysis & Recommendations• Online account manager• Custom Menus• Access to company's nutritional data• Nutritional data analysis & visualization• Nutritional data analysis and visualization
\$	\$\$	\$\$\$

*Our subscription plans are suggested packages, and we can alter them based on your company's needs and size.

CONFIDENTIALITY CLIENT PREFERENCES & SPECIFICATIONS

We value physical and mental well-being, and we understand completely that this is rooted in understanding that each corporate environment is uniquely composed of individual people. To truly serve each corporate environment, we have to understand nutritional requirements that may deal with specific consumer preferences. It is our commitment that this information remains private. Your preferences will be used to optimize our plans for you, and for nothing else.

EXCLUSIVITY



LOCAL SOURCES

Our partnerships with local organic agricultural experts make us a unique source of fresh, nutritious ingredients. We regularly monitor their methodologies and facilities to ensure that they are sustainable and in compliance with our values.

OUR ONLINE ACCOUNT MANAGERS

Our client solutions are bespoke and exclusive in that they are trained to allocate a certain amount of time to each client. Unlike most agencies with similar services, we are dedicated to creating.

We are excited about an opportunity of collaborating with you on creating a better work environment and reducing expenses for your company. We hope that the interest is mutual and look forward to engaging with you in a constructive dialogue on how we can help you and your team.

Sincerely,

(First Name, Last Name of Account Manager)

Kordon Vert