



District School Board of Pasco County

7227 Land O' Lakes Boulevard • Land O' Lakes, Florida 34638 • 813/ 794-2000

Heather Fiorentino, Superintendent

www.pasco.k12.fl.us

Department of Purchasing
Kendra Goodman, CPPB, Purchasing Agent
813/ 794-2221 Fax: 813/ 794-2111
727/ 774-2221 TDD: 813/ 794-2484
352/ 524-2221 e-mail: kgoodman@pasco.k12.fl.us

September 1, 2009

MEMORANDUM

TO: Honorable School Board Members

FROM: Kendra Goodman, CPPB, Purchasing Agent

RE: Bid #09-081-DR – USDA Commodity Cheese Processing
East Side Entrees and Tasty Brands Split Operations

On January 20, 2009, official action was taken to award the above-mentioned three-year renewable bid to East Side Entrees.

We were recently advised that East Side Entrees recently split operations into two companies, East Side Entrees and Tasty Brands, LLC. Tasty Brands, LLC. has agreed to honor pricing, terms and conditions of the Commodity Cheese Processing Bid #09-081-DR. According to the attached price sheet, Tasty Brands has some changes in the distributor's gross price and pass-through value of donated foods, but all net costs will either remain the same or be lower in price.

Should you have any questions regarding this matter, or if I can be of further assistance, please feel free to contact me at your earliest convenience.

dr

Attachments

Date/Time: August 26, 2009; 9:29:00

~ ;. **District School Board of Pasco County**



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Heather Fiorentino, Superintendent

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Do
Food and Nutrition Services
Julie Hedine, Supervisor
813/794-2435 Fax: 813/794-2118
727/774-2435 TDD: 813/794-2484
352/524-2435 jhedine@pasco.k12.fl.us

MEMORANDUM
FNS-017-10

August 12, 2009

TO: Gail Fowler, Buyer

FROM: Julie Hedine, Supervisor, Food and Nutrition Services
Richard Kurtz, Director
Food, Nutrition and Distribution Services

SUBJECT: Commodity Cheese Processing Bid #09-081-DR Change of Vendor

Several line items from the Commodity Cheese Processing Bid #09-08 I-DR were awarded to East Side Entrees on January 20, 2009. We have been advised that East Side Entrees recently split operations into two companies, East Side Entrees and Tasty Brands, LLC. Tasty Brands has agreed to honor the pricing, terms and conditions of the Commodity Cheese Processing Bid #09-081-DR. According to the attached price sheet, Tasty Brands has some changes in the distributor's gross price and pass-through value of donated foods, but all net costs will either remain the same or be lower in price.

Thank you for your assistance in this matter.

cc: Kendra Goodman, Director, Purchasing



Ms. Julie Hedine
Pasco County School District
7227 Land O Lakes Blvd
Land O Lakes, FL 34638

Dear
Julie:

July 22, 2009

Pursuant to our conversation regarding the carveout of certain product lines from East Side Entrees to Tasty Brands, LLC

Tasty Brands will honor the pricing, terms and conditions of the Pasco Bid #09-081-DR USDA Commodity Cheese Processing Bid for the items awarded to East Side Entrees that are now part of Tasty Brands, LLC.

The following items will be transferred to Tasty Brands, LLC from East Side Entrees:

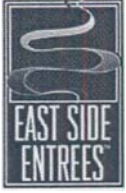
00801 - IQF Cheese Lasagna 00803 -
IQF Stuffed Shells
00804 - IQF Cheese Ravioli
00816 - IQF Jumbo Cheese Ravioli
25101 - Cheese Quesadilla
25102 - Chicken/Cheese Quesadilla
52105 - Jumbo Pina Bagel
52115 - Breakfast Pizza Bagel

Thanks for your help in this matter. If we can answer any other questions, please feel free to call us at 516-938-4588 (Office) or 516-655-5698 (Cell).

cj?efj ~

/6Jid Horowitz

Tasty Brands



20 Crossways Park North
Woodbury, NY 11797
516.682.5494 Fax
516.364.7478

July 16, 2009

VIA ELECTRONIC MAIL

Ms. Debra Reaves
Buyer Assistant
District School Board of Pasco County
20430 Gator Lane
Land O'Lakes, FL 34638

Attention: The District School Board of Pasco County

At SNA's Annual National Convention, we announced a change within our management group. Dave Horowitz is leaving to form his own company, and the filled pasta (00801A, 00803, 00804, 00806, 00808A, 00816), pizza bagel (52105, 52115) and quesadilla (25101,25102) lines are being transferred to his new company. This affects all bids and agreements for School Year 2010 and forward, including Bid #09-081-DR: USDA Commodity Cheese Processing.

In the transition, East Side will continue to process orders for Dave, we are anticipating through August 2009. We are also helping him set up his commodity agreements, and once those are in place, he will begin to process orders through his new company, Tasty Brands LLC. Any questions regarding pricing, bids, and specifics regarding shipment minimums, distribution, etc., should be directed to Dave at 516-938-4588 or dhorowitz@tastybrandsk12.com.

For East Side, we are focusing on the upcoming year, and our meals platform (Breakfast BREAKSTM, Meal BREAKSTM, and Snack BREAKS~, sandwich platform (StuffersTM and pancake sandwich [esD, and pouch products. Many new ideas, incentives, and concepts are forthcoming. We hope you all enjoy our renewed focus and commitment to growth and development for you, our customers, and our employees.

Sincerely,

A handwritten signature in blue ink, appearing to be 'JR' or similar initials.

Jeff Rowe
Vice President, Operations
East Side Entrees



Dear Valued School Foodservice Director,

I would like to take this opportunity to personally thank each of you for the support that you have extended to me and East Side Entrees over the last 11 years. I recognize that East Side Entrees (as well as me personally) would not have been able to be a part of this industry without the support of our school foodservice partners. Like many of you, I enjoy this industry so much that it hardly even seems like a job. Many of you have offered me invaluable guidance over the last 11 years and it was greatly appreciated. With your continued guidance, I hope to work together with each of you to make Tasty Brands a responsive company that will strive to exceed your expectations.

As many of you know, East Side Entrees has made the strategic decision to spin off 3 categories of its frozen foods division (Frozen Pasta, Quesadillas, and Pizza Bagels) to Tasty Brands (www.tastvbrandsk12.com). The spin-off is expected to allow both companies to offer a more focused product line for our K-12 school foodservice partners.

We will do our best to make the transition as easy and seamless as possible. Some details about the transition are:

INVOICING AND DELIVERIES

For DELIVERIES between July 1, 2009 and August 31, 2009, East Side Entrees will invoice and deliver all items (including future Tasty Brands items as well as East Side Entrees products).

For DELIVERIES on or after September 1, 2009, Tasty Brands will invoice/deliver all Tasty Brands items. Affected items are listed on page 2 of this letter.

Attached is a W-9 form for your convenience – please email this back to ahorowitz@tastvbrandsk12.com or sgoldschmidt@tastvbrandsk12.com

Tasty Brands personnel and/or your local broker will contact you to determine what additional forms (if any) need to be filled out for the smoothest possible transition.

Below are a few more details of how we expect the transition to run smoothly:

- Tasty Brands will retain the same broker network that ESE currently works with. Please feel free to contact your local broker or me (516-655-5698) ahorowitz@tastvbrandsk12.com with any questions.
- All bid pricing extended through ESE will be transferred to Tasty Brands and extended for school year 2009/2010.

- We recognize that all USDA commodities that have been diverted to ESE are the property of the individual school. Transfers from ESE to Tasty Brands will be made automatically based upon the items that you have chosen to utilize from each of us.
 - o For those of you purchasing Tasty Brands products (listed below) the diverted commodities will be transferred to Tasty Brands. For those of you purchasing ESE products, the diverted commodities will remain with ESE.
 - o You will not need to spend extra administrative time on this task; however, please feel free to contact us with any questions or concerns. We are committed to allocating your commodities based upon your preference.

2009/2010 Marketing Promotions

- Tasty Brands will offer a simple promotion program centered upon the "Making a Difference Together" campaign.
 - o Attached program for your review

Tasty Brands Contact Information

Tasty Brands, 2 Placid Street, Jericho, NY 11753

Customer Service - Sue Goldschmidt/Arlene Horowitz: Phone (516)938-4588 Fax (516) 935-1825 Sales -

David Horowitz: Cell (516) 655-5698; Phone: 516-938-0031

." Website: www.tastybrandsk12.com

Email Contacts:

David Horowitz - dhorowitz@tastybrandsk12.com Cell (516)655-5698

Susan Goldschmidt - sgoldschmidt@tastybrandsk12.com

Arlene Horowitz - ahorowitz@tastybrandsk12.com Cell (516) 455-9392

Tasty Brands Product Lineup

FROZEN PASTA

- 00801 IQF Cheese Lasagna Rollup 2 m/ma
- 00808 IQF Cheese Lasagna Rollup 1.5 m/ma* (Nutrient Standard or for supplementing w/meat sauce) IQF
- 00803 Stuffed Shells 2 m/ma
- 00804 IQF Cheese Ravioli 2 m/ma
- 00807 IQF Meat Lasagna Rollup 1.5 m/ma* (Jennie O Commodity Processed White/Dark Blend)
- 00816 IQF Jumbo Cheese Lasagna Rollup 60z (A la carte or high school)

MEXICAN

25101 Authentic Cheese Quesadillas

25102 Authentic Chicken/Cheese Quesadillas

25103 Authentic Turkey/Cheese Quesadillas (Jennie O Commodity Processed White MeatTurkey)**

PIZZA BAGELS

52105 Real NYC Style Jumbo Pizza Bagel

52115 Real NYC Style Breakfast Pizza Bagel

52201 Mini Cheese Pizza Bagel*

52205 Mini Cheese, Pepperoni, Sausage Pizza Bagel* 52210

Mini Egg and Cheese Breakfast Bagel* 52215 Mini Egg,

Meat and Cheese Breakfast Bagel*

*Item available starting September 1st

Website - we expect to have the Tasty Brands website up and running by August 1, 2009. The website will have information about our company as well as a product guide and nutritional information, heating/cooking instructions, individual commodity values, CN information and current marketing promotions.

We will do our best to contact each of you as soon as possible to determine what paperwork is needed for the transition (W-9 forms for example), how best to work out the commodity options and to answer any questions that you may have.

Once again, thank you for the opportunity to work with you to help make this a better industry. I thank you in advance for any feedback or suggestions that you choose to offer.

Sincerely,

David Horowitz
Tasty Brands

Attachments: 200~/2010 Marketing Calendar-2009/2010~chreiber Cheese Transfer Promotion)



Proudly introduces our promotion campaign... "Making a Difference Together"

We are Tasty Brands - our products are familiar because we used to be a part of East Side Entrees. We are passionate about school foodservice and are focused on offering products that are nutritionally sound, a great value and that encourage students to eat at school.

Promotion Period: October 2009

Tasty Brands will donate \$.50/case to the *Global Child Nutrition Foundation* for every Tasty Brands product purchased in the month of October. GCNF is the international arm of the School Nutrition Association (SNA) and its vision is a world in which hunger is not a barrier to children learning. More information can be found at www.gcnf.org

Promotion Period: December 2009

Tasty Brands will donate \$.50/case to the *Big Brothers Big Sisters Organization* for every Tasty Brands product purchased in the month of December. The BBBSO is a charity that seeks to expand horizons through the power of one to one mentoring relationships with at-risk children. More information can be found at www.bbbs.org

Promotion Period: March 2010

Tasty Brands will donate \$.50/case to the *Make-A-Wish Foundation* for every Tasty Brands product purchased in the month of March. The Make-A-Wish Foundation is focused on enriching the lives of children with life threatening medical conditions. More information can be found at www.wish.org

Here is how it works:

- Tasty Brands will donate in the name of "Foodservice Directors throughout the Country" \$.50/case for all distributor and direct school commodity/commercial purchases of any Tasty Brands products during the 3 monthly promotional periods. Each donation will be made 60 days after each promotional period.
- The promotion will not require any forms or rebates to be filed - it will be simple and easy.
- To get regular updates on the promotion and other information about Tasty Brands please visit our website and sign up for the Tasty Brands, "Making a Difference Together" campaign. Updates will be sent periodically and after each promotion period. Website is in test phase right now and should be functioning by August 10, 2009

Schreiber Cheese Commodity Transfer Promotional Program

- Transfer commodity cheese from Schreiber Cheese to Tasty Brands
 - o Schreiber Cheese is leaving the commodity processing program at the end of SY 2009/2010.
 - Tasty Brands can internally accept/transfer Schreiber commodity cheese for your convenience
- Get a \$25 Wal-Mart Gift Card for every 50 cases of product that is purchased with the transferred cheese

Additional resources/celebrations to encourage more students to eat at school

- National School Lunch Week (October) All Star Promotion Dwight's Quesadillas and CP's Pizza
- National Pasta Month - October Cinco De Mayo - May 5th

Thanks for your support of the "Making a Difference Together" campaign

www.tastybrandsk12.com

Phone: 516-938-4588

Or Contact Your Local
Broker

Item		US Foodservice	Pass Through Value	Net Pricing with Pass Throue:h Value	Power Coop Net Pricine:	Power Coop Addt'l Bid Allowance	Net Power Coop Bid Price	Note
<u>Code</u>	<u>Item Description</u>	<u>Gross Pricine:</u>	2009/10	<u>Value</u>	<u>Net Pricine:</u>			
00801	IQF Cheese Lasagna	\$ 61.38	\$ 18.48	\$ 42.90	\$ 42.90		\$ 42.90	Column E = Column G Column G Minus Column
00803	IQF Stuffed Shells	\$ 63.42	\$ 18.62	\$ 44.80	\$ 45.92	\$1.12	\$ 44.80	H = Column E Column E Minus Column
00804	IQF Cheese Ravioli	\$ 47.75	\$ 7.79	\$ 39.96	\$ 38.88	\$1.08	\$ 38.88	H = Column I
00808	IQF Cheese Lasagna 1.5 m/ma	\$ 56.24	\$ 15.44	\$ 40.80			\$ 40.80	
00816	IQF Jumbo Cheese Lasagna	\$ 60.12	\$ 16.45	\$ 43.67			\$ 43.67	Column E Minus Column
25101	Cheese Quesadilla	\$ 67.85	\$ 19.69	\$ 48.16	\$ 47.04	\$1.12	\$ 47.04	H = Column G
25102	Chicken/Cheese Quesadilla	\$ 70.91	\$ 16.03	\$ 54.88			\$ 54.88	
52105	Big Man Pizza Bagel	\$ 47.28	\$ 12.28	\$ 35.00			\$ 35.00	
52115	Regular Sized Pizza Bagel	\$ 53.11	\$ 9.83	\$ 43.28			\$ 43.28	