



Dear Health Grub Family,

As many of you know, when we started back in 2003 as SD Fitness Meals, we were just one person with the desire to make healthy food accessible to as many people as possible. Chef Mark started by cooking, packing, and delivering the meals all on his own. Over the years, Chef Mark has stayed true to his original vision, even though that meant sacrificing a lot to keep the business going. The time has come to introduce some changes that will permit us to continue to grow and improve as a company and allow us to better serve your needs going forward.

You may have noticed that we have begun to use the name Health Grub on some items instead of the SD Fitness Meals. We are excited about this name change, and our new logo, which you see at the top of this letter. That said, beginning January 1st, 2012 we are officially rolling out the “new and improved” Health Grub.

With this rollout you will see the new Health Grub name on all of our paperwork, you will see our new logo appearing on things (like our new reusable bags we have on order!), we will unveil our brand-new Health Grub website and, in response to our clients’ needs, we are delighted to begin offering a 100% organic option. We will also be introducing a revised pricing structure in January.

2012 Portion and Pricing info:

Small (single serving, light to medium appetite, 350-425 calories per container) \$12.95 (*unchanged*)

Large (single serving, bigger appetite, 500—600 calories per container) \$ 16.95

X-Large (serves 2 average appetites, 700-900 calories per container) \$24.95 (*new*)

Family (serves 3 average appetites, 1000-1200 calories per container) \$32.95

*Delivery fee of \$7.50 will be added per drop off

(all clients will be adjusted to the new pricing/sizing structure, even those previously grandfathered in to older pricing structures)

These changes are necessary in order to continue to provide you the highest quality meals available anywhere. We do this for the same cost or less than our competition, yet we are providing you with so much more!! We are still the only meal delivery company preparing meals completely from scratch (absolutely NO sauces, marinades or sides come from cans or bottles), from a kitchen where NO gluten-containing products are used, and with a robust variation in meals, instead of a boring 4 week rotation. You can eat our meals for close to 6 months and never get the same meal twice. Yes, it is more costly and time consuming for us to use gluten-free products and make everything from scratch, but it is our mission to provide healthy, gourmet quality food... not the bland cafeteria-like food like you will get elsewhere. Also unique to us is that we source as many of your ingredients to be organic as possible. Every grain, pasta, and broth are organic, as are vegetables when available. By weight, at least 1/3rd of your current meals are organic. And of course, I mentioned our new All-Organic option! (see the new website or call for details).

We thank you for your support, and look forward to being a continued part of your healthy lifestyle. We have many exciting things in store for the future as we continue to work towards innovations in gourmet nutrition!

Wishing you a Safe, Happy and Healthy New Year,
Chef Mark and the Health Grub crew

-Please check our new website beginning in January for more information on these changes and many other exciting features. Also look for us on Facebook at www.facebook.com/healthgrub!

www.healthgrub.com