

Dear Buzz Bite® Vending Distributor,

Happy Holidays from Vroom Foods, Inc!

Thank you for your continued support of our company and the most Seriously Caffeinated® products in the world, Buzz Bites® Energy Chews and Foosh® Energy Mints!

We are here to help you have success in your Buzz Bite vending and distribution business and wish to keep you informed of our most recent updates. As always, please feel free to contact us with any questions!

Below you will find information on:

- 1. Public Relations**
- 2. New Adds to Our Website**
- 3. New Inserts**
- 4. Keep Product Moving – Fresh Product is Best!**
- 5. Be Aware of Product Imitators**
- 6. Single Serve Dispensers (aka birdfeeders)**
- 7. Buzz Bites Forum – www.buzz-bites-forum.com**

1. Public Relations

First and foremost on our minds: We **are** seeing efforts pay off from our Public Relations agencies! Our website will be updated periodically with new links to our most recent press releases, reviews, blogs, news stories and radio interviews.

We have had several hundred radio stations requesting samples and interviews in just the last two weeks. Many of you have been contacted for possible local interviews. Of course, we are shooting for more “national” attention, so as the word gets out.....it’s only a matter of time!

Recent Press Releases

12/5/08 <http://www.topix.net/content/prweb/2008/12/vroom-foods-powers-college-students-with-convenient>

11/30/08 <http://riverviewobserver.net/?p=567>

11/26/08 <http://newsblaze.com/story/20081126173247tsop.nb/topstory.html>

11/26/08 <http://chinesemedicineherbs.net/ginseng-news/caffeinated-chocolate-energy-chews-creating-quite-a-buzz-among-newsblaze-press-release/>

11/24/08 <http://www.topix.net/content/prweb/2008/11/vroom-foods-reminds-president-elect-obama-and-all-federal-employees>

Recent Blogs and Reviews

12/17/08 <http://media.www.royalpurplenews.com/media/storage/paper1225/news/2008/12/17/Lifestyle/A.Bite.Of.Excitement-3579984.shtml>

12/12/08 <http://www.hungry-girl.com/girls/biteoutdetails.php?isid=1617>

12/08/08 <http://www.thebachelorguy.com/chocolate-bites-cause-a-buzz.html>

12/03/08 <http://lukeford.net/blog/?p=7479>

11/18/08 <http://mint-com.orangechex.com/?p=759>

11/18/08 <http://www.sundayszaman.com/sunday/detaylar.do?load=detay&link=158857>

11/10/08 <http://www.lockergnome.com/mattyryan/2008/11/08/buzz-bites-have-bite/>

10/27/08 <http://www.lockergnome.com/mattryan/2008/10/27/the-frugal-energy-boost-foosh/>
10/10/08 <http://blog.thenibble.com/2008/10/09/new-product-energy-mints-chocolate-chews/>

As Seen or Heard On

12/17/08 http://abclocal.go.com/kabc/story?section=news/food_coach&id=6557635&rss=rss-kabc-article-6557635

12/8/08 – 12/23/08 SIRIUS XM – see below

9/24/08 KTNV Las Vegas, NV <http://www.ktnv.com/Global/story.asp?s=9070462>

We are proud to announce our support of **SIRIUS XM** Radio's Twelve Days of Christmas Promotion Giveaway. December 8th, SIRIUS XM announced to over 2.1 million listeners to tune in everyday for promotional giveaways throughout the month of December. Vroom Foods will have given away Buzz Bites to 9 winners. Listen for *Buzz Bites* to be announced periodically each day on over 100 stations from December 8th – 23rd. Also, a short interview with Jason Kensey, aired on December 11th, as that was our “giveaway day”. If you missed the airing, we will post it on our website as soon as it becomes available.

2. New Adds to Our Website: www.vroomfoods.com

We have made several changes to our website, including changing the Red Bull energy can to a generic “energy drink” can. We have also added 3 new sections.

a. **Vending Resources**. Vending Resources can be found at the top right hand corner. We have created this new area for vending distributors and those needing marketing materials. There, you will find an updated version of the presentation book, flyer, table tents, stickers, updated studio and field shots (with the generic energy can). We will add new items as they become available. Unfortunately, we cannot provide training materials. Please contact the company or companies that promised you training and support directly.

b. **In The News**. The second section is under **Media**, also at the top right hand corner. Now you will find not only our product images, but also PR that we've received. “In The News” will feature our latest press releases, radio, TV, blogs, reviews, etc. Check it out!

c. We've created a brand new “hidden link” for vending distributors. This area contains additional resources that are considered “for your eyes only” and includes distributor pricing, an order form (so you can fax in your order, if preferred), information on birdfeeders (single serve dispensers), etc. We will add pricing for our retail tins and blister packs very soon. Call for details at 949-515-1616.

3. New Inserts

A thank you to those who have called in requesting new updated Buzz Bite vending inserts for their vending machines. We have you on the list and will send the new inserts (at no charge) to you as soon as details are worked out with Red Bull. If you haven't called to be added to the list, please do so at 949-515-1616 or email us at vroom@vroomfoods.com.

4. Keep Product Moving – Fresh Product is Best!

Fresh product is always best! Therefore, please check the label on your case(s) of product for its “best use date”. We recommend product be used within one year of manufacturer date.

Buzz Bites have a decent shelf life and caffeine is a very stable ingredient and doesn't lose its effectiveness with time, but a 2 year old Buzz Bite does not taste as good as a 1 year old Buzz Bite.

We have helped a few people sell some of their bulk Buzz Bites as we would rather help someone sell their older stock than put more product into the marketplace. At first glance, this may sound like a crazy business decision, as obviously, we are losing money arranging exchanges like this, but in the long run, this is a win-win for all businesses involved as we want anyone who tries a Buzz Bite to have the best experience as possible.

In addition to moving stock through vending machines, you can also sell 150 count Buzz Bite single serve dispensers (birdfeeders). We are hearing some great stories from distributors who are placing them next to cash registers. You fill the dispensers with your own supply of bulk Buzz Bites and sell to the retailer – no quarter collecting needed. For more information on single serve dispensers, go to the vending distributor hidden link section or call for details 949-515-1616.

Reminder – We only have a 1 case minimum when purchasing BULK Buzz Bites and a 2 case minimum when purchasing retail tins & blister packs.

5. Be Aware of Product Imitators

Over 3 ½ years of research and development went into creating our products –something we are very proud of. It took a tremendous amount of tenacity, perseverance and plain ol' gifted ability to create a single Buzz Bite Energy Chew and Foosh Energy Mint.

We are aware of the new competitors selling fruit-flavored chews, offering to help you set up a website, “granting” exclusive territories, etc. We strongly recommend that you take a step back and do a bit more research if you are thinking of adding these to your vending business. Proceed cautiously when someone tries to sell an “exclusive territory” in the vending business. (And just TRY to get it in writing!) Look into the pricing for “national advertising” before you believe their promises of a national ad campaign and ask yourself, even if they were true, where is that money coming from? If you like the taste of their products, have them tested for caffeine content or send them to us and we will test them. We know you will want to stand behind only the best, most consistent energy products that can withstand this kind of testing.

And websites? Truthfully they don't have much to do with the vending business and are mostly only a source of income for those who sell them, not you. Setting up a website to sell energy chews is one thing; driving traffic to it is another! We have found that this is best left up to the professional web merchants. They have been up and running for many years and have the multi-product websites that get traffic. Don't feel bad! They don't know anything about vending! Additionally, we don't want vending distributors pricing the product so low it floods the market with unfair competition for our online resellers. After all, they purchase our

product at a higher rate than you do! We can't give you the best deal in the vending channel if we have to worry about you using that against other retailers. Also keep in mind how difficult it is to drive traffic to any website, let alone one that features only 1 or 2 products.

We want to help you succeed in your vending business by providing you with top of the line products, not by encouraging you to spend money on websites, promises or gimmicks that may offer untrue or unrealistic expectations at best and divert your attention from the activities that make vendors successful.

We know other companies are offering additional flavors. We feel we have the two most popular flavors and are doubtful having additional flavors will help your vending business. Retailers often will allow space for only one machine. However, we are working on an additional Buzz Bite flavor... orange. Prototypes are so good we had to hide them from coworkers. We do not have a release date yet, but will notify you once we do as we will also make this available for vending.

6. Single Serve Dispensers (aka birdfeeders)

If you are looking for another way to sell bulk Buzz Bites (other than in your vending machines) take a look at the single serve dispensers (birdfeeders). We are including 2 free birdfeeders in each bulk case Buzz Bites ordered, however, you can fill birdfeeders with your own Buzz Bites supply at home and sell them at a nice margin. You can view retail pricing scenario under the vending distributor hidden link. Call 949-515-1616 for details.

– Update – Single Serve Dispensers Soon To Be Available in Prefilled 12 pack case

In the works – we are in the final stages of having single serve dispensers (birdfeeders) available – prefilled! They will be available in a 12 pack case. Pricing will be online as soon as it's available.

7. Buzz Bites Forum – www.buzz-bites-forum.com

A forum has been set up by a former Buzz Bite vending distributor. There you will find topics on many subjects such as; best locations, using locators, jamming issues, buying/selling of machines and many, many other topics that will be useful in your Buzz Bite vending business. Although, Vroom Foods is in no way associated with nor endorses this or other forums, we do support the efforts of vending distributors having a place where they can go to share ideas and gain information. Feel free to search old postings for helpful information. There are also other forums out there such as The VENDiscuss Forum (www.vendiscuss.com/forums) which could be helpful to you.

TIPS

IF you want to buy or sell vending machines – look to ebay, Craigslist or the forum at www.buzz-bites-forum.com (administrated by a former vending distributor)

We're always looking for testimonials, send them over...you may be in our next newsletter.