

Sent: Tuesday, June 19, 2012 10:26 AM
To: Mpollard; Steve Gerson
Subject: Schlotzsky's

A quick story from one of our Schlotzsky's customers in Fort Worth...
Jeff is the GM at one of the nine corporate-owned stores in the DFW area.
He is a big fan of the product - colder, drier, food stays fresher longer, etc.
However, he has been able to justify the expense on one item alone – avocados.

Prior to RD Fresh, he was buying split cases twice a week because 1/3 or more of a case would go bad before he could use it. After RD Fresh, he is able to buy a case a week and avoid those ridiculously high surcharges for breaking case.

He was paying \$28 for half a case twice a week.
Now he pays \$37 for a full case once a week, saving him \$19 per week on avocados.

ON THIS ONE ITEM, HIS SAVINGS OUTPACE THE MONTHLY COST OF HIS THREE RD FRESH UNITS

The above is no surprise considering below.....

AVOCADO TESTS

Proc. Fla. State Hort. Soc. 78:353-358. 1965.

STORAGE TRIALS WITH LIMES, AVOCADOS IN MODIFIED ATMOSPHERES

Avocados

Two experiments were run at 50° F.

Each included 9 treatments of 10 fruit each.

These were a control (air-stored) sample, plus 2 series of 4 jars, each having 1/8 and 1/16- inch diffusion holes respectively and the following sub treatments:

- No insert
- ACTIVATED CHARCOAL at 1 gram per fruit

Examination after 3 and 5 weeks at 50° F included pressure tests with a "Mechanical Thumb" device (18), external examination for pitting and fungal attack and, at the second examination, tasting.

- No air-stored fruit survived to the 3-week examination,
- Some fruit in every controlled atmosphere treatment were marketable at 5 weeks. As well as a 1998 study done at UC DAVIS...

CHABAZITE-type zeolite adsorbs up to 94% of the added Ethylene in the test system.

Chabazite and Activated Coconut Shell Carbon are two of the four minerals used in RD FRESH to keep produce fresher, longer.