



PHARM FOOD
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The Bread & Butter...

Employee Newsletter

New Product Launch Media Update

We are making the news. Don't miss out on the exciting media buzz! The *Fill Pill*, our latest innovation in food science is gaining a great deal of publicity.

Our very own CEO, Joshua Hammerstien, will conduct interviews with some of the top network news programs to discuss our revolutionary meal replacement supplement.

Listed below is a current schedule for the television broadcast coverage taking place this month:

- "Today Show" — Monday, Nov. 14 at 7 a.m. (CST) on NBC.
- "60 Minutes"— Sunday, Nov. 20 at 6 p.m. (CST) on CBS.
- "Good Morning America" — Monday, Nov. 28 at 8 a.m. (CST) on ABC.
- "The Dr. Oz Show" — Wednesday, Nov. 30 at 2 p.m. (CST) on NBC.

Several print publications will also be covering our outstanding industry achievements in their Dec. issue(s): Prevention, Time and The Produce News will have print articles.

A full listing of publications, issue dates and broadcast scheduling can be found on the Pharm Food website under the "Press Room" tab.



It's A Party And You're Invited

The launch of the *Fill Pill* is proving to be a tremendous success. One that could not have happened without your hard work and dedication.

Great achievements are worth taking the time out to celebrate! Join in the company wide celebration taking place in St. Louis (Nov. 11) and in Flower Mound (Nov. 12). Don't miss out on the fun. Be sure to RSVP by Nov. 4. For those traveling from our New Iberia location don't forget to confirm your flight and hotel reservations.

Both events will kick-off at 6 p.m. with hors d'oeuvres and an open bar. Friday and Saturday, Jeff Foxworthy will be there to bring on the laughs. After dinner, the sounds of local bands will rock you until the clock strikes midnight.

This night is a celebration of "YOU" because Pharm Food greatly values its employees and contributions towards

Pharm Food Partners With "Feed The Children"

Coming together in partnership to eradicate world hunger. Pharm Food is proud to announce the final details have been arranged with the non-for-profit organization "Feed the Children."

Founded in 1979, they are a hunger outreach group consistently ranked as

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Pharm Food Outreach Continued...

one of the 10 largest international charities in the U.S. Their sole means of funding comes through the private support and donations from others.

Did you know, approximately 25,000 PEOPLE DIE EVERY DAY around the world FROM HUNGER or hunger-related causes, according to the United Nations statistics. This equates to one person every three and a half seconds. And, unfortunately, it is children who die most often.

The generosity and commitment from partners enables "Feed The Children" to provide and deliver much needed daily assistance to children and their families around the world free of charge. Bringing hope to so many people who are in desperate need of help.

Currently, we are working with "Feed the Children" to develop a long-term plan for implementing the *Fill Pill* meal replacement supplement program along with setting up distribution to areas struggling with food scarcity and famine related to poverty, war or natural disasters.

Pharm Food selected this particular organization to partner with based on its long, outstanding record for charitable goodwill towards humanity. We are very proud to be affiliated with an exceptional organization whose outreach efforts are held in such high regard.

Not only are we proud from the perspective as a company, we strongly believe it is something that each and every employee can feel proud to be a part of, as well.

What an appropriate time for all of this to come to fruition with Thanksgiving right around the corner.



The United Way Campaign Was A Huge Success

A world of thanks to those who kindly participated in last month's fundraiser. Our goal for this year was to raise \$25,000. The final numbers have been calculated and the results speak volumes. Together, we raised \$28,750. Once again, all of you rose to the occasion and exceeded expectations. Great job!

Your generous contributions reach out to people locally and around the world in a manner that brings United Way's vision to life, which is to empower families and individuals in achieving their human potential through education, income stability and good health.

Employee Travel Discount Program

Pharm Food has joined forces with Southwest Airlines to help make the holiday season a bit merrier in these tough economic times.

A 10 percent employee discount is being offered for travel booked on Southwest effective Nov. 17 through Jan. 3.

Contact a human resource representative to sign-up or visit the company website for more information about the program.



December Tidbits

- **Financial News—** Fiscal overview for 2011 and projections for 2012.
- **Sneak peek at the new product line for 2012.**
- **Upcoming events calendar.**
- **The corporate offices and plant facilities will be closed Dec. 23-25 for the Christmas holiday.**