

From: William J.H. Grand <wgrand@gmail.com>
To: Veldran, KatherineKatherineVeldran@gov.sc.gov
CC: Denis Bonnettdenbonnett@aol.com
Date: 8/26/2014 5:55:37 PM
Subject: FW: School Lunch Program
Attachments: NutriFusion Research Presentation 12-17-2013.pdf
NutriFusion - Current Research 12-17-13.pdf

Hello Katherine,

NutriFusion, a SC company, as you may read below, has a lot to contribute. I would appreciate arranging a short call with you. www.nutrifusion.com

Regards,

William J.H. Grand
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NutriFusion, LLC
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From: William J.H. Grand [mailto:wgrand@gmail.com]
Sent: Tuesday, August 26, 2014 9:43 AM
To: 'Peterson, Roberta'
Subject: RE: School Lunch Program

Good morning Roberta,

We would very much like to meet with you and discuss the nutrition that NutriFusion® can put into the school lunch program. In a short sentence: “NutriFusion® offers an effective method to put nutrition back into foods that modern day processing destroys.” The USDA lunch program preaches the consumption of fruits and veggies by our students. The main reason is because of the health benefits of the nutrients derived from fruits and vegetables. However, students resist this due to many reasons such as taste, texture, etc. We can put the nutrition back in to the health benefits of our children while allowing them to “enjoy” foods.

1. NutriFusion is:

NutriFusion is a blend of fruits and/or vegetables that can significantly increase the nutritional profile, and therefore the nutritional value of food, beverage and snack products for the school lunch program. NutriFusion® does not affect taste or functionality of the products it goes into and is 100% natural. NutriFusion supplies the complex nutrients and phytonutrients from fresh fruits and vegetables.

Schools will see the following benefits:

Increase in the % of RDI: Such as 112mg per serving of NutriFusion® will provide 25 % of the recommended daily value for Vitamins A, C, D, E, B1, B2 etc.

Increased source of nutrients: Such as rich in antioxidants, excellent source of Vitamins A, C, D, E, B1, B2 etc.

Serving Claims: Such as provides the nutrients from 2 serving of veggies in each serving of pasta, soups, etc.

In certain products, such as baked goods, it can extend shelf life due to the high levels of anti-oxidants (both from vitamins and polyphenols in the fruits & vegetables).

2. Research Shows:

- a. Fruits and vegetables are recognized as the top functional foods.
- b. Nutrients from NutriFusion™, fruits & vegetables, provides a high amount of antioxidants to help the America’s deficient diet and health.

3. Medical University of South Carolina: Dr. Mark Kindy at MUSC has spent the past 18 months conducting research using the NutriFusion® ingredient.

- a. He currently has four papers being prepared for publication in peer scientific journals:
 - 1. Stroke
 - 2. Cardiovascular
 - 3. Cognition
 - 4. Enhanced Performance
 - 5. NutriFusion™/GrandFusion™ is an exciting product, as we deliver the nutritional equivalent of servings of real fruits and vegetables, and is now backed with scientific research, and becomes an evidence based product. This is hugely significant as Americans struggle to satisfy their nutrient needs with the consequential health issues. **NutriFusion® offers an easy method to put nutrients back into foods that modern day processing destroys.**
 - 6. Please see the attached!

4. Interesting Consumer Market Studies/Statistics:

- The average consumer meets USDA dietary guidelines about seven days a year. (Source: The NPD Group/National Eating Trends® (NET®); 5 Years Ending Feb 2011)
- Research shows that only 21% of shoppers are satisfied that manufacturers and retailers are offering enough enhanced foods. (Sources: IRI 2007 Consumer Snacking Study, IRI MedProfiler, National Health & Nutrition Exam Survey and Internet sources.)
- Consumers do not want to change their “bad” eating habits but want, for example, to eat healthier snack foods. (Source: IRI 2007 Consumer Snacking Study)
- Natural, organic and healthy snack foods continue to be a win with consumers. (Source: Nutrition Business Journal, Jan. 18, 2012)
- Fruits & vegetables are the top ranked functional foods as named by consumers. (Source: 2011 IFIC Functional Foods/Foods for Health Consumer Trending Survey)

5. Product examples with and without GrandFusion®

Nutrition Facts		Nutritional Information (3.5oz Package)	
Serving Size: 1 oz (28 g) Servings Per Container: 3.5			
Amount Per Serving			
Calories	120	Calories From Fat	40
		% Daily Value*	
Total Fat	4.7g		7 %
Saturated Fat	.5g		3 %
Trans Fat	0g		0 %
Cholesterol	0g		0 %
Sodium	280g		12 %
Total Carbohydrate	17g		6 %
Dietary Fiber	1g		4 %
Sugars	1g		
Protein	3g		
Vitamin A	25%	•	Vitamin C 25%
Vitamin D	25%	•	Vitamin B1 25%
Vitamin E	25%	•	Iron 6%
Vitamin B6	25%	•	Calcium 4%

🍎 **Nutrient Dense for Health! Rich in Antioxidants!**

🍎 **Very Clean! No unpronounceable Ingredients!**

🍎 **Ingredients:
NUTRIENTS FROM
WHOLE FOOD
CONCENTRATE
[SPINACH, BROCCOLI,
CARROT, TOMATO,
BEET, SHITAKE
MUSHROOM].**

Regards,

William J.H. Grand
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From: Peterson, Roberta [<mailto:Roberta.Peterson@beaufort.k12.sc.us>]
Sent: Tuesday, August 26, 2014 8:10 AM
To: WG@nutrifusion.com
Subject: School Lunch Program

Mr. Williams, I'm the director of Beaufort County School Nutrition department. I would be happy to read over any information you would like to send to me, and possibly set up a meeting.

Roberta Peterson
General Manager
Office of Student Nutrition
Sodexo/BCSD
Office: 843-322-0811
Cell: 843-986-4207
Fax: 843-322-0816

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