



Dear Friend and Catering Client;

This letter is in response to a recently published article by MSNBC. The article reports on the frequent cases of food poisoning caused by caterers. The numbers are sobering, 76,000,000 (yes, seventy six million) people in the United States contract a food borne illness each year from consuming catered food - and 5,000 of them die. The CDC (Center for Disease Control) reports that the number of cases of food borne illness caused by caterers outpaces those from restaurants and home cooking.

I want to explain to you what ROUGE has accomplished over the past three years to ensure the highest quality of food possible, food handling safety, and excellence in offsite event meal preparation.

Since 2007, we have invested several million dollars in the refining of our facility and in our catering equipment. We have built a state of the art central kitchen in Hunt Valley, MD and have implemented a very strict sanitation program. We have separation of work areas (raw meat/raw vegetable/ready to eat food) and multi cooling/storage areas in order to prevent cross-contamination. In addition, aside from our kitchen crew who are currently certified, by August 31, 2010, all of our catering directors and all of our event managers will have completed the ServSafe Food Safety Certification program. This is a nationally recognized and accredited food safety training course.

Catered food is particularly at risk for spoiling due to the necessity of transporting it from the place of preparation to the event location. In order to provide an uninterrupted state of constant temperature (cold or hot), we have invested in high tech mobile equipment - actual refrigerators in our trucks - not to be confused with refrigerated trucks that lose temperature when the access door is opened at the event location. Our vehicles have built in generators with hot water tanks - a complete kitchen on wheels including ovens, grill, stovetop, fryers, ice cream freezer, refrigerator, and warmer. All equipment is powered by gas or by electricity which we generate ourselves. We are able (in the middle of nowhere!) to prepare a restaurant quality meal, with the same level of sanitation, as if we were in our own kitchen.

Along with all of the aforementioned technological assets, I personally have a combined 35 years of restaurant and food-manufacturing experience. I worked as food consultant for some of America's largest companies including Mountaire Farms who worked in conjunction with Weis Markets, Super Wal-Mart, Giant Carlisle, Harris Teeter, Publix, Super Target, Safeway, Kroger, and many others.

Our food is already celebrated for its superb flavor, innovative presentation, and skillful combinations, but it is also the 'safest' food around. When comparing caterers, it is never 'apples to apples.' If sometimes our proposals are a few dollars more than our competition, you now understand that you are acquiring more than a plate of food. You can have the peace of mind that you and your family and guests can safely enjoy a great meal.

If you purchase food from a caterer, you should ask to visit their facility. We would like to extend an open invitation for you to visit our facility. If you are a corporate catering buyer, we will even buy you lunch if you come visit us!

Very truly yours,

Jonathan Soudry  
Executive Chef & Owner  
Rouge Fine Catering