

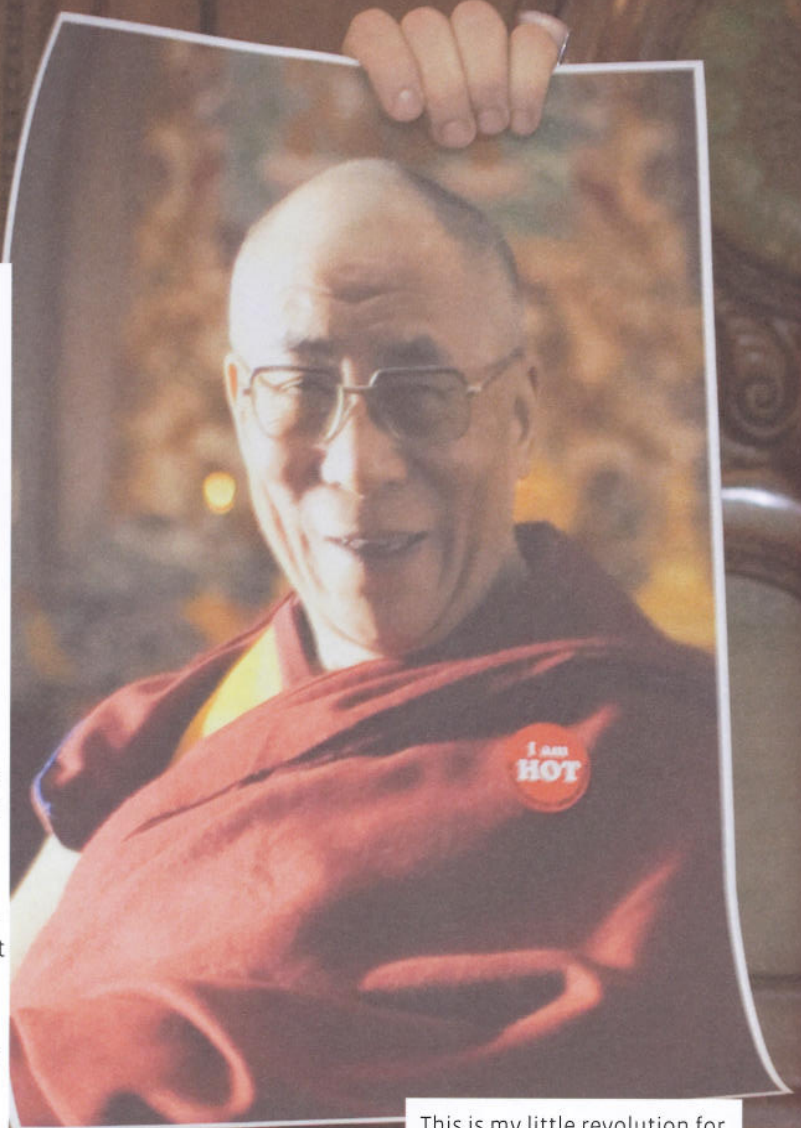


Dear friends!

What an incredible pleasure it was for me to meet you all in the conference 'Combining Flavours'! I poured every little flavour out of my female essence to top all your interesting sustainability flavours up. And, together we made a great blend. Didn't we?

Despite all our differences, the atmosphere was so open and willing to meet and exchange. And, on a deep level, Gerry knows that this was only the beginning! As 'a natural born ambassador', my temperature is rising and rising to take my responsibility in this chain process.

It is time we unify our agendas, and we agree on at least one goal: to make our certified tea, coffee and cocoa finally



really hot! In the conference, I told you that I am hot for this international campaign. And also, a lot of my celebrity-network will be. And we all know what will happen to the consumers, restaurants, cafés and companies who are not drinking our certified hot beverages: they will be definitely not hot, anymore!

This is my little revolution for you all. We are all hot for it now, so let's not wait too long. We have to speed up. In the meantime you can already start your own little revolution by proudly wearing the 'I am hot' button. So, if you want to join in with this campaign, please let me know: info@tea-coffeecocoa.org

With love, Gerry