

# Appendix 3

## Example of Project Description

---



### **Pasta Tonite Corporation, Inc.** 4380 The Parkway Springfield, XX

We are pleased to sign the Memorandum of Intent for Partnering with MyPyramid. We at Pasta Tonite will launch a series of promotions and outreach efforts aimed at (1) helping our valued customers learn how Pasta Tonite fits in a balanced diet, and (2) helping introduce our product to new customers who might not previously considered our product as a meal solution in a balanced diet.

#### **1. Three UPC Labels; Free MyPyramid Planner**

As an incentive, to any person who sends in three UPC codes from a Pasta Tonite product, we will send them a copy of MyPyramid Planner on CD along with a recipe book that shows how gatekeepers can tailor or modify a Pasta Tonite meal.

Start Date: 6/08

Release Date: 10/08

#### **2. Add MyPyramid Posters and Podcast DVD with our *Learn to Cook*™ School Program.**

In the material we provide to teachers, we will be including MyPyramid Posters and a DVD of the MyPyramid Podcasts along with a lesson plan of how the 12 segments can be inserted in different parts of the curriculum.

Start Date: 5/08

Release Date: 9/08

#### **3. Market Test Two New Products: Whole Grain Pasta Tonite and Double-Veggie Delight.**

Consistent with the Dietary Guidelines, we will concept test, develop, and market test two potentially new products: Whole Grain Pasta Tonite and Double-Veggie Delight.

Start Date: 7/08

Release Date: 1/10

---

President and CEO, **Pasta Tonite Corporation, Inc.**