



country style

From the desk of
Rick Martens
President

To Whom It May Concern:

When we decided to take Country Style's brand image in a new direction we were struggling with questions about how to incorporate that change into our décor, product selection and overall restaurant ambience. We knew of Diane Chiasson, President of Chiasson Consultants and the incredible work they have done for many well-known clients. Diane had a reputation for creating unique successful solutions in a variety of situations, which made the decision to work with her an easy one.

Diane was an invaluable asset to our team and made the launch of our new test store a great success. Because of her broad knowledge base and proven track record, she understood everything we were trying to accomplish and found an easy way to make it happen. Her creativity, ideas and understanding of both the foodservice and retail business allowed us to maximize key elements and made the new concept everything we had hoped for and more.

Diane's dedication to the project and her enthusiasm to go above and beyond the basic requirements of her contract were refreshing. Her keen eye and creativity brought out the best in the areas we wanted to feature such as fresh products, innovative merchandised display areas for baked products, our new sandwich line, and stylish merchandising solutions for all of our other retail products.

The final product was just what we were looking for and it struck the right balance between the positive elements of our traditional brand image and blended them with the new image we are working towards. I believe the merchandising work she has done for us is one of the key foundations to improving the company and differentiating who we are versus our competition.

When the project was complete the compliments continued to flow in from customers and staff. Diane did a fantastic job for us, and it was a pleasure to work with her. Since the success of this project we are excited to have Diane continue her work with our company.

Sincerely,

COUNTRY STYLE FOOD SERVICES INC.

Rick Martens
President and CFO

*Proud Supporter
of creating smiles*



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