



716-854-0592
FAX 716-856-9170

Mr. Jeff Guilbert
General Sales Manager
WKBW-TV
7 Broadcast Plaza
Buffalo, N.Y. 14202

Dear Jeff:

Many thanks for putting together the first advertising package ever for "*Chef's World Famous Pasta Sauce*" with the L&M LLC Company. This new project, a result of the 75 year success of Buffalo's Chef's Restaurant, has had a record launch.

The commercial production and scheduled, tied to the wonderful article in "**The Marketeer**" has resulted in over 10,000 cases of "*Chef's World Famous Pasta Sauce*" moving off local supermarket shelves in the first 4 months of business.

"**The Marketeer**" article will help position L&M and the sauce with food brokers across the country, as a part of our national presentation...in addition to the local Buffalo promotion we received.

I look forward to our next campaign, and more success ahead for all of us.

Sincerely,

John Di Sciullo
Marketing Director
L&M LLC
Chef's World Famous Pasta Sauce

L & M • 291 Seneca Street • Buffalo, N.Y. 14204