

Sent: Thursday, December 29, 2005 11:11 AM

Subject: Congratulations on a great product!!

Jennifer:

As the daughter and granddaughter of long-time almond farmers out of Wasco I simply had to contact you. What a GREAT marketing idea!!!! I don't know how I missed seeing your product...but until recently I didn't know you existed. I have to share the story with you....

A co-worker from our Safety Division named Maria (I'm personal friends with her and her husband, Andy) was standing in the doorway of my office waiting to speak with our supervisor in the office next to mine. Out of the blue, she looked at me and said, "Oh!! Have you tried my husband's nuts?" I just stared at her, unsure of whether or not I heard her correctly. So, she repeated her question. "Have you tried my husband's nuts?" Still, I remained silent. Don't get me wrong..her husband is a really great person. Good looking guy too....but he's ten years younger than I am and I've never been interested in him that way....not to mention the fact that I would never in a million years do that to my worst enemy, let alone a friend. I just wasn't sure why she was asking me this – her face was absolutely serious. Don't forget...I'd never heard of your product before. She wasn't joking. She really wanted to know if I'd ever tried her husband's nuts.

So, I finally answered her with a very slow and drawn out, "Nooooooo. I haaaven't." Before she had a chance to respond, our supervisor came out of his office and told her he was ready to meet with her.

I sat at my desk for probably fifteen minutes wondering what the heck that was all about. I finally decided that she'd gone stark-raving mad so I e-mailed Andy at his work and asked him, "Why did your wife just ask me if I'd ever tried your nuts?" He immediately knew what she had been talking about and replied to me, "LOL!!! You should try my wife's cherries!!!" My reply was, "Excuse me?" He then went on to explain to me about your product and we had a good laugh over the whole thing. He also said that on a recent trip up north they had been shopping and Maria had found some wonderful cherry preserves that she was now hooked on. They refer to the product as 'My Wife's Cherries', even though the actual product name is nothing along those lines.

Neither of us happened to mention the e-mail exchange to Maria. I didn't run into her at work for a few days and Andy, well, as it turns out, he had something else up his sleeve. A few days later, Maria walks into my office carrying a jar of cherries and looking very perplexed. She asked me, "I'm not sure what's going on here, but my husband asked me to bring you a jar of my cherries. I burst out laughing and then stopped long enough to explain to her all that had happened since her initial, innocent question to me about My Husband's Nuts. Needless to say, we ended up in tears we were laughing so hard. She felt terrible that I hadn't heard of your product before and understood the unease and concern her question had caused me.

So, you not only have come up with a great product name, but you've also provided at least *one* group of friends (and I'm sure there are many more out there) with a shared memory that will give us many, many terrific laughs over the years to come. Thank you for having a great sense of humor. Life is too short to spend it too seriously. Congratulations and best wishes for incredible success in the New Year!!!

P.S.: Here's a slogan for you: "Why don't we package peanuts instead of almonds?.....because size *does* matter!!"

Cherie Wedel Johnson