



Alan Pasemko, MBA
Director of Operations
Rocket Foods Inc.
Unit #5- 3403 Auchinachie Road
Duncan, B.C., V9L 4A2
www.rocket-foods.com
apasemko@hotmail.com

December 15, 2012

To Whom It May Concern:

It is a pleasure to write a letter of reference for Hartley Berg.

Rocket Foods was founded just over a year ago based on the need for allergen friendly convenience foods in the marketplace. Hartley's services were engaged from the beginning of the project and his role was to first formalize a Business Plan for the project, help develop the branding, packaging and co-packer for appropriate products, co-ordinate the launch of the company at two major trade shows in the spring of 2012 and to establish the initial sales organization systems and distribution contacts.

Hartley performed all of these duties over about a 6-month time period with a high degree of success. Hartley's knowledge of the specialty and health food marketplace was instrumental in taking what was just an idea, to an innovative product-line, receiving a great reception in a very competitive industry.

From the beginning, Hartley guided the process in the art and science of choosing the right packaging and designing the labels for our introductory gluten-free oatmeal line of products. Hartley in particular teamed us up with talented consumer packaging associates within the industry that he has worked with in the past which not only saved us a great deal of time and money, but also brought us the results that won us attention at the trade shows and even coverage on the Global TV morning show.

Hartley's professionalism, discipline and industry know-how have been a huge contribution to the successful start of our project and I have no hesitation in recommending his services.

Yours truly,

Alan Pasemko
Director of Operations