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**From:** Dennis Brewer <[REDACTED]>  
**Sent:** Friday, March 24, 2017 6:19 AM  
**To:** Robert Finkelstein  
**Subject:** Revised Investor Information

Robert - Due to the later start this year, I have revised our financial projection. Due to a small loss in 2017, rather than the expected profit from the longer growing season originally contemplated, our financial requirement has grown from \$60MM to at least \$65MM. I have used \$80MM in the projection as the baseline investment number. That can easily be changed to whatever we finally decide is appropriate. Both the investor presentation and the financial projection have been changed to reflect this reality. There have been no changes to the S-1 and 12/31/16 financial statement. Please discard the email I sent yesterday afternoon with these documents attached and use this one instead. Thanks.

Regards,  
Dennis

Dennis Brewer  
Chief Executive Officer  
WinnettOrganics, Inc.  
623-207-9675 520-549-6245  
[www.winnettorganics.com](http://www.winnettorganics.com)



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**Dennis Brewer**

---

**From:** Robert Finkelstein <[REDACTED]>  
**Sent:** Monday, March 27, 2017 2:50 PM  
**To:** Dennis Brewer  
**Subject:** Re: Revised presentation materials

Good Afternoon Dennis,

Thank you for the additional information. I'll reach out to the other firm today, the one that could provide our engagement fee, and ask if they'd be open to a brief call with you. I know you can provide far more compelling details than I can.

Thank you. Have a great day.

Regards,  
Robert

**Robert Finkelstein**

*Managing Director*

DelMorgan & Co.

100 Wilshire Blvd., Suite 750

Santa Monica, CA 90401

(310) 234-9838 Direct

(310) 493-9838 Mobile  
[REDACTED]

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*DelMorgan & Co., LLC*

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**From:** Dennis Brewer <[REDACTED]>  
**Sent:** Sunday, March 26, 2017 9:30 AM  
**To:** Robert Finkelstein  
**Subject:** Revised presentation materials

Robert – Final revised presentation materials attached. Simplified sources and uses is primary change. Also, we conservatively assumed no revenue until the fourth quarter and \$80 million of equity invested. If needed, we can phase into the \$80MM by not purchasing land immediately and focusing on leasing land. That would require a minimum of \$40MM.

Regards,  
Dennis

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## Dennis Brewer

---

**From:** James Case <[REDACTED]>  
**Sent:** Tuesday, March 28, 2017 6:58 PM  
**To:** Dennis Brewer  
**Subject:** RE: NDA - WinnettOrganics and Wm H. Murphy & Company

Dennis - My pleasure, I'll work on the other group with strong funding connections and get this in the pipeline as soon as possible.

Best Regards,

James Case

Director of Global Sales Energy Services  
Workforce Camps & Oilfield Accommodations

### Champion Commercial Structures

5735 Council Grove Lane  
Houston, TX 77088  
Phone: (281) 260-7160  
Mobile: (281) 546-3067  
E-Mail: [REDACTED]

See how we are improving the construction process – visit us at our website  
[www.ChampionCommercial.com](http://www.ChampionCommercial.com)



---

**From:** Dennis Brewer [REDACTED]  
**Sent:** Tuesday, March 28, 2017 4:57 PM  
**To:** James Case  
**Subject:** RE: NDA - WinnettOrganics and Wm H. Murphy & Company

Thanks, James. I have sent info and NDA to Gerald at his Hotmail address.

Regards,  
Dennis

Dennis Brewer  
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---

**From:** James Case [mailto: [REDACTED]]  
**Sent:** Tuesday, March 28, 2017 5:39 PM  
**To:** Dennis Brewer < [REDACTED]>  
**Cc:** [REDACTED]  
**Subject:** NDA - WinnettOrganics and Wm H. Murphy & Company

Reference: Gerald Dickens  
Wm H. Murphy & Company  
[REDACTED]

Dennis,

Gerald Dickens sent me the attached NDA and ask that I forward on to you. Please sign and return direct to Gerald at the email referenced above and follow up sending all WinnettOrganics, LLC document ammunition that will assist in raising funds needed. Gerald has some resources in N. York he intends to approach this week. Keep in mind his sources may not be available till next week come this Friday, so sooner the better.

I'll hand off further discussion direct between you and Gerald as I'm sure you will work well together and let me know how funding develops.

Let me know how I can be of further assistance.

Best Regards,

James Case

Director of Global Sales Energy Services  
Workforce Camps & Oilfield Accommodations

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E-Mail: [REDACTED]

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---

**From:** Gerald Dickens [REDACTED]  
**Sent:** Tuesday, March 28, 2017 4:05 PM  
**To:** James Case  
**Subject:**

## Dennis Brewer

---

**From:** Dennis Brewer <[REDACTED]>  
**Sent:** Tuesday, March 28, 2017 5:57 PM  
**To:** 'James Case'  
**Subject:** RE: NDA - WinnettOrganics and Wm H. Murphy & Company

Thanks, James. I have sent info and NDA to Gerald at his Hotmail address.

Regards,  
Dennis

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---

**From:** James Case [mailto:[REDACTED]]  
**Sent:** Tuesday, March 28, 2017 5:39 PM  
**To:** Dennis Brewer <[REDACTED]>  
**Cc:** [REDACTED]  
**Subject:** NDA - WinnettOrganics and Wm H. Murphy & Company

Reference: Gerald Dickens

Wm H. Murphy & Company

[REDACTED]

Dennis,

Gerald Dickens sent me the attached NDA and ask that I forward on to you. Please sign and return direct to Gerald at the email referenced above and follow up sending all WinnettOrganics, LLC document ammunition that will assist in raising funds needed. Gerald has some resources in N. York he intends to approach this week. Keep in mind his sources may not be available till next week come this Friday, so sooner the better.

I'll hand off further discussion direct between you and Gerald as I'm sure you will work well together and let me know how funding develops.

Let me know how I can be of further assistance.

Best Regards,

James Case

Director of Global Sales Energy Services  
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[www.ChampionCommercial.com](http://www.ChampionCommercial.com)



---

**From:** Gerald Dickens [REDACTED]

**Sent:** Tuesday, March 28, 2017 4:05 PM

**To:** James Case

**Subject:**

## Dennis Brewer

---

**From:** Dennis Brewer <[REDACTED]>  
**Sent:** Tuesday, March 28, 2017 3:30 PM  
**To:** 'Jessica Robertson'  
**Subject:** RE: Seed Capital

Jessica – Thanks for your very constructive response!

Company name: WinnettOrganics  
Sector: Organic Fresh Foods  
Stage: Seed. Team and customers in place, infrastructure investments required.  
HQ geography: Phoenix, AZ  
Size of round desired: \$400,000  
Short paragraph (2-3 sentences) describing the company's product or service: WinnettOrganics provides organic fresh foods through power retailers to consumers. We grow, pack, ship and have an aspiring national brand identity with an industry-leading retail customer loyalty program. We have investment banker support for an \$80 million A Round for 40% of the company.

Regards,  
Dennis

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---

**From:** Jessica Robertson [mailto:[REDACTED]]  
**Sent:** Tuesday, March 28, 2017 3:19 PM  
**To:** [REDACTED]  
**Subject:** RE: Seed Capital

Hi Dennis,

I've attached a copy of Correlation's value proposition as a co-investor, plus you can also learn more about us at [www.correlationvc.com](http://www.correlationvc.com). We are positioned to be the ideal venture co-investor when you are seeking to fill out a round. We make rapid investment decisions (2 weeks or less) with minimal hassle or distraction to the team.

We can consider an investment in any financing in which there is at least one other VC firm also making their first investment in the company. So, the ideal time to engage with us is when you have an expression of interest or term sheet from at least one other VC.

Please note at this time we can only invest in US based companies.

We're happy to run a VC Match on our dataset to try to identify VC partners and firms who may be good fits to lead your round. If of interest, please provide the following data to help facilitate this effort.

Company name:

Sector:

Stage:

HQ geography:

Size of round desired:

Short paragraph (2-3 sentences) describing the company's product or service:

Best,  
Jessica

**Jessica Robertson**

[Correlation Ventures](#)

9255 Towne Centre Drive, Suite 350, San Diego CA 92121

Office 858-412-8500

[| LinkedIn](#) | [Twitter](#) | [Blog](#)

**From:** Dennis Brewer <[REDACTED]>

**Date:** March 27, 2017 at 5:44:25 AM PDT

**To:** <[REDACTED]>

**Subject:** Seed Capital

Technology based organic foods company seeks \$400,000 seed capital to develop \$80 million A Round using Dominick and Dickerman, a Wall Street I-banker. \$15B marketspace growing \$1.5B per year. Customers and potential customers include Kroger, Walmart, Costco, Target, Albert's Organics and many others. Pitch deck attached.

Regards,  
Dennis

Dennis Brewer  
Chief Executive Officer  
WinnettOrganics, Inc.  
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[www.winnettorganics.com](http://www.winnettorganics.com)

## Dennis Brewer

---

**From:** Michael Callahan <[REDACTED]>  
**Sent:** Tuesday, March 28, 2017 4:07 PM  
**To:** Dennis Brewer  
**Subject:** RE: Update

Keep going

Regards,  
Michael J Callahan  
Managing Director  
Investment Banking  
Dominick and Dickerman LLC  
570 Lexington Ave  
Suite 4200  
New York, NY 10022  
Direct 646 780-8432  
Cell 917 930-9490

**DOMINICK & DICKERMAN LLC** | *Member FINRA, SIPC*

---

**From:** Dennis Brewer [mailto:[REDACTED]]  
**Sent:** Tuesday, March 28, 2017 3:57 PM  
**To:** [REDACTED]

[REDACTED] Rafael Gomez  
[REDACTED] Bruce Blitch  
[REDACTED]

**Cc:** Michael Callahan <[REDACTED]>  
**Subject:** Update

We have venture capital firm interest. They are working now to identify candidates for a second VC firm to work with us on due diligence for a Seed Round of \$400K. We also have several parties who have expressed an interest in looking at us referred by our vendors, including one referred by Swisslog and two referred by Champion Commercial Structures. I am working these opportunities as quickly as they come my way, and have reached out to about 40 other VC type firms in the last two days. I am also working two potential large customers to see if there might be interest in an ownership stake.

Regards,  
Dennis

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## Dennis Brewer

---

**From:** Dennis Brewer <[REDACTED]>  
**Sent:** Tuesday, March 28, 2017 10:31 AM  
**To:** 'Ronald G. McCormick'  
**Subject:** Dead Issue?

Hi Ron – Thought I would try one more time before concluding that Walmart is a dead issue for us. Please let me know if there is any interest in pursuing any kind of relationship with WinnettOrganics. As I mentioned in our discussion, we expect to be in a position to supply product this fall and continue to be very interested in exploring a relationship with Walmart. Please let me know what needs to be done to assist in this process. Thank you for your time.

Regards,  
Dennis

Dennis Brewer  
Chief Executive Officer  
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[www.winnettorganics.com](http://www.winnettorganics.com)



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**Dennis Brewer**

---

**From:** FULL CIRCLE COMPOST, INC. <[REDACTED]>  
**Sent:** Friday, March 31, 2017 12:54 PM  
**To:** [REDACTED]  
**Subject:** Reminder: Invoice 39771 from FULL CIRCLE COMPOST, INC.



## FULL CIRCLE COMPOST, INC.

INVOICE	DUE DATE	BALANCE DUE
39771	02/15/2017	\$1,759.00

[View invoice](#)

Dear Dennis Brewer,

Just a reminder that we have not received a payment for this invoice yet. Let us know if you have questions.

Thanks for your business!  
FULL CIRCLE COMPOST, INC.



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## Dennis Brewer

---

**From:** Dennis Brewer <[REDACTED]>  
**Sent:** Friday, March 31, 2017 8:19 AM  
**To:** 'Chris Ford'  
**Subject:** Marketing and Strategic Relationship  
**Attachments:** WO Strategic Marketing 160830.docx; Strategic relationship outline 170330.docx

Chris – To flesh out our proposal a little, I have attached our strategic marketing document and our proposed outline for a strategic relationship with your organization. We take marketing very seriously. Our marketing budgets for the next two years are \$58 million and \$104 million. We will support your efforts to develop your sales channels in a comprehensive way, with co-op advertising, point of sale displays, localized email and social media campaigns, our electric vehicle quarterly giveaway, retail customer premiums, retail and wholesale customer care teams, product traceability, and distinctive labeling. We've worked to develop a comprehensive strategic relationship outline as well – but if there are elements you would like to add, please feel free to discuss them with us. To focus our efforts, we are offering a comparable program to no more than twelve North American retail channels – ten retailers, one broker, and one wholesaler.

We look forward to our continuing dialog on this opportunity.

Regards,  
Dennis

Dennis Brewer  
Chief Executive Officer  
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## Dennis Brewer

---

**From:** Dennis Brewer <[REDACTED]>  
**Sent:** Friday, March 31, 2017 5:47 PM  
**To:** 'John Russell Long, Jr.'; 'Randy Jennings'  
**Subject:** RE: Refrigerated Facility Developers

John – I will call you on Monday morning your time.

Thanks for the introduction, Randy.

Regards,  
Dennis

Dennis Brewer  
Chief Executive Officer  
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[www.winnettorganics.com](http://www.winnettorganics.com)



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---

**From:** John Russell Long, Jr. [mailto:[REDACTED]]  
**Sent:** Friday, March 31, 2017 5:45 PM  
**To:** Randy Jennings <[REDACTED]> Dennis Brewer <[REDACTED]>  
**Subject:** RE: Refrigerated Facility Developers

Thanks for the introduction Randy, I enjoyed our conversation.

I look forward to connecting Dennis.

Enjoy the weekend.

John Russell Long, Jr.  
Managing Director  
Highridge Provender, LLC  
o: (949) 387-9020  
c: (949) 370-3823  
1600 Newport Center Drive, Suite 140  
Newport Beach, CA 92660  
[www.highridgeprovender.com](http://www.highridgeprovender.com)

---

**From:** Randy Jennings [mailto:[REDACTED]]  
**Sent:** Friday, March 31, 2017 2:39 PM  
**To:** Dennis Brewer <[REDACTED]>

**Cc:** John Russell Long, Jr. <[REDACTED]>

**Subject:** Refrigerated Facility Developers

Dennis,

I have just gotten off the phone with:

John Russell Long, Jr.  
Managing Director  
Highridge Provender, LLC  
o: (949) 387-9020  
c: (949) 370-3823  
1600 Newport Center Drive, Suite 140  
Newport Beach, CA 92660  
[www.highridgeprovender.com](http://www.highridgeprovender.com)

Per our conversation earlier this week, this is the potential development investor to discuss developing your refrigerated facility in either Kingman or Phoenix.

Dennis, I think it would be best for you to coordinate an introduction call with John for this opportunity and we can go from there after you have spoken with each other.

John says that next Monday and Tuesday are both good for him for an introductory call, pretty well travelling the rest of the week after that.

Please let me know how this goes for you.

Thank you

**Randy Jennings**

Director Food & Beverage Sales

WDS Americas

Swisslog Logistics, Inc.

mobile: +1 757-746-0298

email: [REDACTED]

[www.swisslog.com/na](http://www.swisslog.com/na)

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## Dennis Brewer

---

**From:** Dennis Brewer <[REDACTED]>  
**Sent:** Saturday, April 1, 2017 4:07 PM  
**To:** [REDACTED]  
**Subject:** FW: Final Demand Notice  
**Attachments:** final demand notice 4012017.docx

FYI

Regards,  
Dennis

Dennis Brewer  
Chief Executive Officer  
WinnettOrganics, Inc.  
623-207-9675 520-549-6245  
[www.winnettorganics.com](http://www.winnettorganics.com)



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---

**From:** [REDACTED] [mailto:[REDACTED]]  
**Sent:** Saturday, April 1, 2017 4:04 PM  
**To:** [REDACTED]  
**Cc:** [REDACTED]  
**Subject:** Final Demand Notice

Dennis,

This is a 10 day notice for you to figure out how you are going to address this professionally!

Richard Miller  
Richard A Miller Consulting, LLC

**Dennis Brewer**

---

**From:** [REDACTED]  
**Sent:** Saturday, April 1, 2017 4:04 PM  
**To:** [REDACTED]  
**Cc:** [REDACTED]  
**Subject:** Final Demand Notice  
**Attachments:** final demand notice 4012017.docx

Dennis,

This is a 10 day notice for you to figure out how you are going to address this professionally!

Richard Miller  
Richard A Miller Consulting, LLC

## Dennis Brewer

---

**From:** Dennis Brewer <[REDACTED]>  
**Sent:** Saturday, April 1, 2017 4:17 PM  
**To:** [REDACTED]  
**Subject:** RAM Consulting agreement

22. It is agreed and understood between the parties to this Agreement that no compensation will be paid pursuant to this Agreement until such time as WinnettOrganics, Inc., in the sole discretion of its CEO, Dennis S. Brewer, has the financial capability to made the agreed payments, without jeopardizing the operations of WinnettOrganics, Inc. and its subsidiaries and affiliates.

Without admitting or denying the amounts actually due in accordance with the alleged Demand, in my opinion, WinnettOrganics, Inc., lacks the financial capability to make any payments to RAM Consulting at this time.

Regards,  
Dennis

Dennis Brewer  
Chief Executive Officer  
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## Dennis Brewer

---

**From:** John Russell Long, Jr. <[REDACTED]>  
**Sent:** Sunday, April 2, 2017 6:30 PM  
**To:** Dennis Brewer  
**Cc:** Neil Johnson  
**Subject:** RE: PPDC Info

Thanks good intel Dennis.

John Russell Long, Jr.  
Managing Director  
Highridge Provender, LLC  
o: (949) 387-9020  
c: (949) 370-3823  
1600 Newport Center Drive, Suite 140  
Newport Beach, CA 92660  
[www.highridgeprovender.com](http://www.highridgeprovender.com)

---

**From:** Dennis Brewer [mailto:[REDACTED]]  
**Sent:** Friday, March 31, 2017 3:41 PM  
**To:** John Russell Long, Jr. <[REDACTED]>  
**Subject:** PPDC Info

John – To get our conversation started on Monday - here is roughly what we are thinking about for our new Production/Packing/Distribution Center (PPDC). The square footage and costs are my very rough back of the envelope calculations, not engineered numbers:

PPDC Cost	Square Feet	Cost/SF	Bulding Cost	Phase 1	Phase 2	Equ
				250,000 cases	500,000 cases	
ASRS Distribution Picking	250,000	375	93,750,000	46,875,000	46,875,000	
Shipping and Receiving	100,000	165	16,500,000	16,500,000		
Packing lines	100,000	165	16,500,000	16,500,000		
Packaging lines	100,000	165	16,500,000		16,500,000	
Commodity storage	100,000	165	16,500,000	16,500,000		
Offices/Locker/Break	50,000	175	8,750,000	8,750,000		
	700,000		168,500,000	105,125,000	63,375,000	

This PPDC would most likely be located in the Phoenix area rather than Kingman as that would be a better location for re-leasing the facility. Also, we have a developing relationship with Walmart which could require two additional facilities of similar size in Memphis and Columbus if they decide to proceed. We should have an answer on that in the next several months.

Regards,  
Dennis

Dennis Brewer  
Chief Executive Officer

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## Dennis Brewer

---

**From:** Shawn Baldwin <[REDACTED]>  
**Sent:** Monday, April 3, 2017 6:34 AM  
**To:** Dennis Brewer  
**Subject:** RE: Adding Distribution Channels

Thanks Dennis,

We are still discussing your proposal but should have an answer for you mid next week  
As we are traveling this week.

Regards,

shawn

**Shawn Baldwin**  
**SVP-GMM Produce/Floral,**  
**Global Produce Sourcing**

**Wal-Mart Stores Inc.**  
702 SW 8<sup>th</sup> Street  
Bentonville, AR, 72716-0580  
**Office 479-258-2551**  
**Admin 479-258-2550**  
**Cell 479-899-8834**

---

**From:** Dennis Brewer [mailto:[REDACTED]]  
**Sent:** Monday, April 03, 2017 5:19 AM  
**To:** Ronald G. McCormick; Shawn Baldwin  
**Subject:** EXT: Adding Distribution Channels

Dennis Brewer has shared a OneDrive file with you. To view it, click the link below.

 [WO Strategic Marketing 160830.docx](#)

---

Just an FYI – We are in process signing up an internationally recognized wholesaler and an internationally recognized broker for our North American brand. They will exclusively make our branded products available through channels other than the ten power retailers we are retaining as strategic accounts. This will help our marketing staff stay focused on strategic marketing opportunities, reduce our sales costs, and improve customer care and product availability for all strategic accounts. We expect to do over \$100 million in 2018 through these wholesaler and broker channels and \$600 million plus over the three year life of these contracts. Our branded marketing plan for 2018 features co-op advertising, in-store displays, store-level targeted e-mail and social media campaigns, customer premiums, retail and wholesale customer care teams, and our quarterly electric vehicle giveaway (with in-store registration), all designed to drive traffic to participating produce departments. Of course, we can make house brands available without all these features.

Regards,  
Dennis

Dennis Brewer  
Chief Executive Officer

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## Dennis Brewer

---

**From:** Ronald G. McCormick <[REDACTED]>  
**Sent:** Tuesday, April 4, 2017 2:57 PM  
**To:** Dennis Brewer  
**Subject:** Walmart Long Term Agreement

TO: Dennis Brewer, CEO WinnettOrganics, Inc.  
RE: **Long Term Business Agreement with Walmart US**

Dennis, I want to apologize for the length of time it's taken me to get back to you after our meeting in Bentonville. Regretfully, we have decided not to pursue the long term business commitment you proposed. We share WinnettOrganics' view on the opportunities offered by organics and the value of expanding sources, but don't believe it is in our interest to engage in this long term commitment. It is our norm to continue long term relationships with our produce suppliers; however, these are usually built over time, and limited to agreements of less than three years. While the high level vision you described for your company is appealing, we believe taking it to a joint success involves too many unknowns and too high a level of resources on our part to enter a long term agreement at this time.

As your farms and facilities come on line we'd be interested in hearing from you, and keeping our buying and sourcing managers informed in case they would choose to start business in a more gradual way. We've recently gone through a reorganization of our Produce buying and sourcing operation and have added more buyers. Naturally they will be reviewing their strategies and looking to continue growing our organics sales, and will be open to adding quality suppliers.

Thank you for your interest and patience,  
Ron

---

**From:** Dennis Brewer [mailto:[REDACTED]]  
**Sent:** Tuesday, April 04, 2017 5:14 AM  
**To:** Ronald G. McCormick; Shawn Baldwin  
**Subject:** EXT: Some WinnettOrganics Differentiators

I do not want to inundate you with information but do want to take a few moments of your time to inform you of some key WinnettOrganics differentiators we have not previously discussed:

### FARM PRE-COOLING ADDS FRESHNESS

Since all our product is pre-cooled at our farms, it will arrive at your dock with an additional two days or more of shelf life. It can take eight hours or more between the time produce is picked and it is pre-cooled in Yuma or Salinas. This, combined with open air transport to the pre-cooling facility, warms and dehydrates the product, taking days off the shelf life of the typical produce product. Our product is pre-cooled upon harvesting, then trucked from the farm to the distribution center. The cold chain begins early and remains intact from an hour or two after harvest.

### DIVERSITY: NATURE'S WAY IS BETTER

Two reasons we choose to provide a wide variety of products to our customers:

1. We want to be a full service operation providing our customers a clear choice of transparent products.
2. It is dramatically better for the health of our soils and the health of our crops to diversify the crops grown. This diversity avoids the adverse effects of pest and disease buildups in the soil that come with growing one or only a few crops. As a particular crop takes certain nutrients from the soil, other crops and compost help to build the soil structure and nutrient balance. As we all know, nature's way is diversity, not monocultures, and we mimic that with our diverse crop and cover crop mix.

#### OUR RESEARCH PROGRAM ADDS VALUE

Our science-based organic agriculture research projects, designed to improve organic yields by 10%, reduce costs and prices by up to 22% over a few years, and maintain high quality include:

- Ugly brand market research – increase revenue and effective yields by 10%, generating an additional \$825 per acre
- Insectaries and beneficial insect rearing – entomological research and application to eliminate organic bug sprays with improved insectaries, saving \$400 per acre
- Arid lands watering techniques - team with University of Arizona to research improved irrigation techniques, saving \$100 to \$250 per acre
- Controlled Environment Agriculture cultural techniques - team with University of Arizona and Firestone Specialty Products to increase yields by 10%, \$2000 per acre, and reduce water use by up to 60% simultaneously, saving \$100 per acre
- Weeding automation research – applied research of automated weeding systems, saving up to \$600 per acre

Thanks again for your time and your consideration of our proposal.

Regards,  
Dennis

Dennis Brewer  
Chief Executive Officer  
WinnettOrganics, Inc.  
623-207-9675 520-549-6245  
[www.winnettorganics.com](http://www.winnettorganics.com)



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## Dennis Brewer

---

**From:** Ron McCormick - GPS <[REDACTED]>  
**Sent:** Wednesday, April 26, 2017 11:29 AM  
**To:** Dennis Brewer  
**Subject:** FW: Buyer Contacts

e-mail proposals or meeting requests to:

Dan Irwin ([REDACTED]) – Cooking Vegetables  
John Alexander ([REDACTED]) – Corn & Greens  
Braulio Valdes ([REDACTED]) – Truck Vegetables (Chilies, Bell Peppers, Cukes, and Squash)

e-mail proposals or meeting requests to:

David Baskin, VP Meat & Seafood (David, [REDACTED])  
Mike Hillyer, Sr. Director of Product Development ([REDACTED])

---

**From:** Dennis Brewer [mailto:[REDACTED]]  
**Sent:** Tuesday, April 25, 2017 1:09 PM  
**To:** Ron McCormick - GPS  
**Subject:** EXT: Buyer Contacts

Ron – We are ready to begin contacting some of your buyers regarding organic produce opportunities. Our first farm comes online in September with harvest in November through April. We expect our second set of farms to come online in April and our third set to come online in July next year, then cycling back to our first set of farms for fall and winter. We will be offering a full array of organic vegetable products from these locations. As we discussed, the initial years of production will come from the western US but we intend to add acreage in the Midwest during 2018, with Midwest organic production beginning in 2021. Please let me know where we should begin – we are happy to deal with buyers in any North American location on any organic vegetable.

It would also be useful to know who we should contact on the protein side. We will likely be selling natural beef (NE3) beginning in about four to six months. We are in process to acquire a 50,000 head feedlot and related farm in Idaho and will be able to offer 32.5 million pounds of unique grain-fed natural beef products to your customers in the short term, double that in the next few years, and an additional 8.7 million pounds of organic beef by 2019. Please let me know who I should seek out to discuss these protein opportunities.

Thanks again for your consideration and assistance.

Regards,  
Dennis

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Chief Executive Officer  
WinnettOrganics, Inc.  
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[www.winnettorganics.com](http://www.winnettorganics.com)



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## Dennis Brewer

---

**From:** Yoshiyuki Higaki <[REDACTED]>  
**Sent:** Tuesday, January 16, 2018 2:28 PM  
**To:** Alison Fan; [REDACTED]  
**Cc:** Ray Zhang(MDSG); Levy Zheng; Jane Zhao - jzhao5; Chrissy He; Sunny Li  
**Subject:** RE: Winnett Organic US beef trial shipment- import kick off

Alison, Dennis,

Hi, Dennis and Chrissy have started the Chinese Label process now. If everything go smooth, the first trial shipment will arrive at Yantian on April 25.

- |   |            |              |
|---|------------|--------------|
| • Creating Chinese label                    | 3 weeks    | (February 2) |
| • Apply the import quota                    | 4 weeks    | (March 2 )   |
| • WM issue the official PO                  | 1 week?    | (March 9)    |
|   |            |              |
| • Procurement of cattle                     | 10 days    | (March 19)   |
| • Export Documentation                      | 5 days     | (March 26)   |
| • Shipment to processor                     | 1 day      | (March 27)   |
| • Processing                                | 1 day      | (March 28)   |
| • Shipment – US land to Port of Los Angeles | 2 days     | (March 30)   |
| • Shipment – Port call at Yantian           | 15-25 days | (April 25)   |

If any other process are missed, please let me know. I will update the schedule accordingly.

Your attention on this would be highly appreciated.

Best regards,

**Yoshi Higaki Director- Asia Facing**  
Sourcing & Procurement US Hub Office  
Office 479.277.0198 Cell 479.426.4028  
[REDACTED]

Walmart  
2100 SE 5<sup>th</sup> St.  
Bentonville, AR 72712  
**Save Money. Live Better.**

---

**From:** Alison Fan  
**Sent:** Monday, January 15, 2018 12:37 AM  
**To:** Yoshiyuki Higaki  
**Cc:** Ray Zhang(MDSG); Levy Zheng; Jane Zhao - jzhao5; Chrissy He; Sunny Li  
**Subject:** Winnett Organic US beef trial shipment- import kick off  
**Importance:** High

Hi Yoshi,

Thank you for your update info.. Per discussion with team, we would like to try flank and shank in trial shipment together. The order qty of flank and shank for trial shipment will be shared to you later. Pls kindly ask supplier to work with Chrissy who is from our logistics on Chinese label design asap..

Hi Chrissy,

Pls kindly help to kick off the import process for attached two items asap.. It is our trial shipment with small qty. We prefer to use Shenzhen as destination port.

Thanks and Best Regards

Alison Fan

Import Sourcing - Supercenter Merchandising Wal-Mart China

Tel: 86-755-23973276

Fax:86-755-21510603

Address : 2-5/F, Tower 2 and 1-12/F, Tower 3, SZITIC Square, 69 Nonglin Road, Futian District, Shenzhen City , Guangdong Province , China Post Code:518040

地址： 深圳市福田区农林路69号深国投广场二号楼2-5层及三号楼1-12层 邮政编码： 518040

---

**From:** Yoshiyuki Higaki

**Sent:** Saturday, January 13, 2018 4:57 AM

**To:** Alison Fan

**Cc:** Ray Zhang(MDSG)

**Subject:** RE: Next Step- Winnett Organic trial shipment

Alison,

Just for your information, Winnett's factory (JBS) has passed audits! Good to go.

Best regards,

Yoshi

## Factory Details

English

**Factory ID** : 36146420

**Name** : JBS USA FOOD M628-P628

**Importer of Record** : CHILE SUPPLIER

**GLN Number** :

**Latitude** : Degree : 42 Minute : 0 Second : 0

**Longitude** : Degree : 112 Minute : 0 Second : 0

**Status** : **ACTIVE**

**Address** : 410 North 200 West

**City** : Hyrum

**District** : NA

**State / Prov** : NA

**Country** : UNITED STATES

**Major Products** : Food

**Factory Type** : ☒ Primary ☐ Component

## Ethical Audits

### 1 Audits Found

Request Number	Supplier ID	Supplier Name	Request Date	Request Status	Auditor	Scheduled Date	Actual Audit Date	Asmnt Date
4226547	36139263	SWIFT BEEF COMPANY	07/10/2014	Assessed	SA	07/10/2014	07/10/2014	07/10/2014

## Security Audits

### 2 Audits Found

Request Number	Supplier ID	Supplier Name	Request Date	Request Status	Auditor	Scheduled Date	Actual Audit Date	Asmnt Date
6461559	36139263	SWIFT BEEF COMPANY	03/08/2016	Assessed	SA	03/08/2016	03/08/2016	03/08/2016
3819457	36139263	SWIFT BEEF COMPANY	03/10/2014	Assessed	SA	03/06/2014	03/06/2014	03/10/2014

---

**From:** Alison Fan  
**Sent:** Thursday, January 11, 2018 9:54 PM  
**To:** Yoshiyuki Higaki  
**Cc:** Ray Zhang(MDSG)  
**Subject:** RE: Next Step- Winnett Organic trial shipment

Hi Yoshi,

Levy is out of office today. Will try to get feedback from him on next Mon..

Thanks and Best Regards

Alison Fan

Import Sourcing - Supercenter Merchandising Wal-Mart China

Tel: 86-755-23973276

Fax:86-755-21510603

Address : 2-5/F, Tower 2 and 1-12/F, Tower 3, SZITIC Square, 69 Nonglin Road, Futian District, Shenzhen City , Guangdong Province , China Post Code:518040

地址： 深圳市福田区农林路69号深国投广场二号楼2-5层及三号楼1-12层 邮政编码： 518040

---

**From:** Yoshiyuki Higaki  
**Sent:** Thursday, January 11, 2018 10:48 PM  
**To:** Alison Fan  
**Cc:** Ray Zhang(MDSG)  
**Subject:** RE: Next Step- Winnett Organic trial shipment

Alison,

Thank you. They have already signed the contract. If the attached is OK, I will have them to send the original as well as the other documents (RL application etc.).

Please let me know how we proceed the Chinese Label design. In the meantime, we need to give them some "commitment" memo, so that they keep the meat for you. Let's talk about this at our regular conference call!

Best regards,

Yoshi

---

**From:** Alison Fan  
**Sent:** Wednesday, January 10, 2018 9:45 PM  
**To:** Yoshiyuki Higaki  
**Cc:** Ray Zhang(MDSG)  
**Subject:** RE: Next Step- Winnett Organic trial shipment

Hi Yoshi,

I think that we could work on Chinese Label design first. After get approval on Chinese Label from CIQ, we could apply the import quota immediately.

Will supplier sign the vendor agreement with WM China directly?

Thanks and Best Regards

Alison Fan

Import Sourcing - Supercenter Merchandising Wal-Mart China

Tel: 86-755-23973276

Fax:86-755-21510603

Address : 2-5/F, Tower 2 and 1-12/F, Tower 3, SZITIC Square, 69 Nonglin Road, Futian District, Shenzhen City , Guangdong Province , China Post Code:518040

地址： 深圳市福田区农林路69号深国投广场二号楼2-5层及三号楼1-12层 邮政编码： 518040

---

**From:** Yoshiyuki Higaki

**Sent:** Thursday, January 11, 2018 12:23 AM

**To:** Alison Fan

**Cc:** Ray Zhang(MDSG)

**Subject:** RE: Next Step- Winnett Organic trial shipment

Alison,

I have shared this information to the supplier. Can we proceed these while we are waiting?

Best regards,

Yoshi

---

**From:** Alison Fan

**Sent:** Wednesday, January 10, 2018 1:18 AM

**To:** Yoshiyuki Higaki

**Cc:** Ray Zhang(MDSG)

**Subject:** Next Step- Winnett Organic trial shipment

Hi Yoshi,

Thank you for your support. Will talk with team and get back to you soon.

I have rough discussion with import Logistic team regarding to the import procedure for bulk pack beef. It may take time to finish the following things before loading:

1. Chinese Label for bulk pack products review and get approval from CIQ. It will be more simple comparing with the one of prepacked products. May take 2~3 weeks.
2. Apply the import quota for the factory which plan to export to WM China. The quota application is based on factory# . It may take around 4 weeks.

Thanks and Best Regards

Alison Fan

Import Sourcing - Supercenter Merchandising Wal-Mart China

Tel: 86-755-23973276

Fax:86-755-21510603

Address : 2-5/F, Tower 2 and 1-12/F, Tower 3, SZITIC Square, 69 Nonglin Road, Futian District, Shenzhen City , Guangdong Province , China Post Code:518040

地址： 深圳市福田区农林路69号深国投广场二号楼2-5层及三号楼1-12层 邮政编码： 518040

---

**From:** Yoshiyuki Higaki  
**Sent:** Wednesday, January 10, 2018 12:03 AM  
**To:** Alison Fan  
**Cc:** Levy Zheng; Ray Zhang(MDSG)  
**Subject:** RE: RE: Next Step- Winnett Organic trial shipment

Alison,

Hi, the supplier confirms all the three points you mentioned are correct. Please let me know how we can proceed this!

Best regards,

Yoshi

---

**From:** Dennis Brewer [<mailto:> [REDACTED]]  
**Sent:** Tuesday, January 09, 2018 10:01 AM  
**To:** Yoshiyuki Higaki  
**Subject:** EXT: RE: Next Step- Winnett Organic trial shipment

Yoshi - I can confirm all three points are correct. I look forward to working with you and Walmart China as we begin mutually beneficial business. Thank you.

Regards,  
Dennis

Dennis Brewer  
Chief Executive Officer  
Winnett Cattle Company, Inc.  
623-207-9675 520-549-6245  
[www.winnetcattlecompany.com](http://www.winnetcattlecompany.com)



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**From:** Yoshiyuki Higaki [<mailto:> [REDACTED]]  
**Sent:** Tuesday, January 9, 2018 10:56 AM  
**To:** [REDACTED] <[REDACTED]>  
**Subject:** FW: Next Step- Winnett Organic trial shipment

Dennis,

Hi, will you kindly confirm the following 3 points?

Best regards,

Yoshi

**From:** Alison Fan  
**Sent:** Tuesday, January 09, 2018 4:51 AM  
**To:** Yoshiyuki Higaki  
**Cc:** Ray Zhang(MDSG); Levy Zheng  
**Subject:** Next Step- Winnett Organic trial shipment

Hi Yoshi,

Per discussion with team, we would like to try shank for the small trial order first. Before we make the final decision, we would like to clarify the following points;

1. Pls kindly confirm if attached Spec. is for the following shank cutting or not.

* Supplier Name 供应商名称	* Factory Name 工厂名称	Factory ID 工厂ID	* Sourcing Agent 采购代理方	* Country of Origin 原产地	* Description 商品名称	* Size 商品规格	* Item Size Unit 商品规格单位	* Ingr
Winnett Cattle Company	JBS Swift, Hyrum, Utah	36146420	Direct Supplier	USA	Primal beef cuts, USDA Choice Shank	Varies	lb	Primal

S

2. According to the Minimum purchase value \$10,000, the minimum order qty for Shank will be around 3000kg. It is around 1/3 20'. Pls kindly advise.
3. For future order, the minimum order qty will be 20,000 pounds which is one 20'. Pls kindly advise.

Thanks and Best Regards

Alison Fan

Import Sourcing - Supercenter Merchandising Wal-Mart China

Tel: 86-755-23973276

Fax:86-755-21510603

Address : 2-5/F, Tower 2 and 1-12/F, Tower 3, SZITIC Square, 69 Nonglin Road, Futian District, Shenzhen City, Guangdong Province, China Post Code:518040

地址：深圳市福田区农林路69号深国投广场二号楼2-5层及三号楼1-12层 邮政编码：518040

## Dennis Brewer

---

**From:** Levy Zheng <[REDACTED]>  
**Sent:** Monday, July 17, 2017 7:38 AM  
**To:** Dennis Brewer  
**Cc:** Winstone Chee; Curtis Liu; Ray Zhang(MDSG)  
**Subject:** RE: RE: RE: Beef for China

Hi, Dennis,

We are very interested in US beef , from your email we know you are very professional company for beef especially on retail business. Currently we have contacted US supplier by 2 channels , one is Asia Facing, Sourcing & Procurement, the other is DI(Direct Import). Especially for Sourcing & Procurement, a Japanese guy- YOSHI, lead this project, who based in NW Arkansas WM HO. We had a meeting and exchanged our understanding & expectation last month. If you like, I could have Yoshi join us to help you how to establish business relationship with WM China or you could cooperate with China directly, both we could accept.

For details your email addressed, we need a little bit time to figure out that how we purchase from you directly, for now, our DC could not have stable stock, we still depend on store dropping order every week, we cannot allocate beef to store cause we have no visibility for store stocks, and beef's days on hand is about 40 days for store, it is slow moving items. But this is no worry, we need a little bit time to solve it , DI from US or other overseas supplier is our planning & strategy.

We will go further to find opportunities with you, keep in touch PLS.

Regards,  
Levy Zheng  
Director/DMM of Meat

Wal-Mart China Home Office  
Tel: 0755-2397 3556  
Mail: [REDACTED]

---

**From:** Dennis Brewer [mailto:[REDACTED]]  
**Sent:** Friday, July 07, 2017 5:36 PM  
**To:** Levy Zheng  
**Subject:** EXT: RE: RE: Beef for China

Levy – Thanks for your introduction to the Chinese market. We would be interested in helping you develop a full line presence of beef in your stores. We could supply personnel to assist with in-store demonstrations to help educate consumers to the preparation methods and diverse flavors available from natural beef. We would be willing to do this as part of a mutual commitment to stock the full line of beef products in your stores. We can make entire carcasses available as primal cuts of boxed beef or as case-ready product, already cut and wrapped and lacking only a price label. Two air freighters (150,000 plus kilograms) of fresh beef per week are available beginning in January. We can grow that to whatever quantity is desired. Please let me know how you would like to proceed. Thank you.

Regards,  
Dennis

Dennis Brewer  
Chief Executive Officer





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**From:** Levy Zheng [<mailto:> [REDACTED]]  
**Sent:** Tuesday, July 4, 2017 10:23 AM  
**To:** Dennis Brewer <[REDACTED]> Thomas Bolinger <[REDACTED]> David Baskin <[REDACTED]> Michael Hillyer <[REDACTED]>  
**Cc:** Curtis Liu <[REDACTED]> Winstone Chee <[REDACTED]> Ray Zhang(MDSG) <[REDACTED]>  
**Subject:** RE: RE: Beef for China

Hi, Dennis,

This email from Levy Zheng of WM China Hyper. I am in charge of Meat Dep. in China. Several weeks earlier, we heard of Chinese government has opened up market to US beef, since then, we are keeping focusing on this progress. Currently, there are 2 channels that keep connection with us about US beef, one is direct import department for WM China, the other is Globe sourcing team located in US. I would like to share some key information about our current beef business in China with you, hope it is useful to you.

Beef business is growing rapidly last 5 years with on average of **20%** growth every year, now **70%** of beef in WM China coming from Brazil cause competitive price, **90%** of business coming from 3 beef cuts – beef flank/brisket, beef topside, and beef chuck( cause Chinese cooking method mostly focusing on stew/fry), **65%** of sales from 100 stores( we have 440 stores in China).

Also customer/store know a little bit about beef, they reply on supplier labor service severely. So, if you are interested in this, we could keep in touch with you ,and also I will introduce you to our DI department. Many thanks!

Regards,  
Levy Zheng  
Director/DMM of Meat

Wal-Mart China Home Office  
Tel: 0755-2397 3556  
Mail: [REDACTED]

---

**From:** Dennis Brewer [<mailto:> [REDACTED]]  
**Sent:** Tuesday, July 04, 2017 12:21 AM  
**To:** Thomas Bolinger; David Baskin; Michael Hillyer; Levy Zheng  
**Cc:** Curtis Liu  
**Subject:** EXT: RE: Beef for China

Tom, Dave - Thanks very much for making the connection for us. Happy 4<sup>th</sup>!

Regards,  
Dennis

Dennis Brewer  
Chief Executive Officer  
WinnettOrganics, Inc.  
623-207-9675 520-549-6245  
[www.winnettorganics.com](http://www.winnettorganics.com)



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---

**From:** Thomas Bolinger [<mailto:> [REDACTED]]  
**Sent:** Monday, July 3, 2017 12:16 PM  
**To:** David Baskin <[REDACTED]> Dennis Brewer <[REDACTED]> Michael Hillyer <[REDACTED]> Levy Zheng <[REDACTED]>  
**Cc:** Curtis Liu <[REDACTED]>  
**Subject:** RE: Beef for China

Good Morning Dennis,

I have copied Levy Zheng on this email. Levy is the Director of Meat for China and will be able to answer any of the questions that you might have.

**Thomas E. Bolinger**  
*Merchandise Manager Pork, Poultry and Seasonal*  
Office: 479.277.2764  
[REDACTED]

Wal-Mart Stores, Inc.  
702 Southwest 8th Street  
Bentonville, AR 72716-0120



---

**From:** David Baskin  
**Sent:** Monday, July 03, 2017 10:37 AM  
**To:** Dennis Brewer; Michael Hillyer  
**Cc:** Thomas Bolinger  
**Subject:** RE: Beef for China

Thomas can you connect them?

---

**From:** Dennis Brewer [<mailto:> [REDACTED]]  
**Sent:** Monday, July 03, 2017 6:04 AM  
**To:** David Baskin; Michael Hillyer  
**Subject:** EXT: Beef for China

Good morning - Walmart's Ron McCormick, a Senior Director in Produce, referred me to you. I am CEO of Winnett Cattle Company. We are purchasing and converting a conventional beef feedlot operation to an identity traced natural beef operation (NE3 compliant). The operation currently feeds 35,000 head per year which are processed by JBS Hyrum,

Utah. We are interested in exploring the Chinese market with your firm. We can land fresh beef in China at an excellent price point since we are responsible for our own logistics from the feedlot to the Chinese airport of entry.

We are capable of supplying 700 carcasses per week in early 2018 once the conversion to natural is complete, and will scale that to 2,100 carcasses per week over the next four years. With the right program in place, we could grow more quickly as we are currently evaluating the purchase of two additional feedlots with 172,000 head total capacity in the western U.S. I would like to discuss this program with you at your convenience.

Thank you.

Regards,  
Dennis

Dennis Brewer  
Chief Executive Officer  
WinnettOrganics, Inc.  
623-207-9675 520-549-6245  
[www.winnettorganics.com](http://www.winnettorganics.com)



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## Dennis Brewer

---

**From:** Krempel, Jacob A <[REDACTED]>  
**Sent:** Wednesday, October 5, 2016 9:12 AM  
**To:** [REDACTED]  
**Cc:** Merced, Jose F  
**Subject:** FW: Organic Fresh Foods

Hi Dennis-

Jose (Buyer) and myself (Category Manager) handle our Fresh Organic business, and are open the week of November 7<sup>th</sup> to meet with you. Give us a couple options on date/times that you would prefer and we will get back to you with our availability.

Thanks,

*Jake*

**Jacob Krempel** | Produce Category Manager  
**Kroger Co.** | 1014 Vine Street Cincinnati OH, 45202  
☎(office): 513-562-5794 | ✉(email): [REDACTED]

---

**From:** Dennis Brewer [[mailto:\[REDACTED\]](mailto:[REDACTED])]  
**Sent:** Wednesday, October 05, 2016 8:58 AM  
**To:** Garnes, Monica  
**Subject:** Organic Fresh Foods

Monica – I will be travelling to Bentonville the week of November 14. I'd appreciate the opportunity to meet with you before that time to see how we might be able to work together. Please let me know if you would be available the week of November 7. I can meet anytime during that week. Thank you.

Regards,  
Dennis

Dennis Brewer  
Chief Executive Officer  
WinnettOrganics, Inc.  
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[www.winnettorganics.com](http://www.winnettorganics.com)



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## Dennis Brewer

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**From:** Merced, Jose F <[REDACTED]>  
**Sent:** Friday, December 23, 2016 2:40 PM  
**To:** Dennis Brewer  
**Subject:** RE: Checking In

Hi Dennis,

Sorry for the delay in getting this back to you.

Item	PACK	Weekly Ave
Romaine Lettuce	12ct	200
Red Leaf Lettuce	12ct	200
Green Leaf Lettuce	12ct	250
Head Lettuce	12ct	300
Red Beets	12ct	300
Gold Beets	12ct	90
Cantaloupe	9ct	200
Personal Watermelon	6ct	200
Eggplant	24ct	100
Zucchini Squash	22lb	200
Yellow Squash	22lb	120
Red Bell Peppers	24ct	300
Orange Bell Peppers	24ct	140
Yellow Bell Peppers	24ct	100

Happy Holidays!  
Jose

---

**From:** Dennis Brewer [mailto:[REDACTED]]  
**Sent:** Thursday, December 01, 2016 9:02 AM  
**To:** Merced, Jose F  
**Subject:** Checking In

Jose – Just checking in to see how the dream list is coming along. As you know, we are very interested in working with you, your distribution team, Fry's, and Kroger's other banners. Let me know if there is anything I can do to assist. Thanks.

Regards,  
Dennis

Dennis Brewer  
Chief Executive Officer  
WinnettOrganics, Inc.  
623-207-9675 520-549-6245



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## Dennis Brewer

---

**From:** Dennis Brewer <[REDACTED]>  
**Sent:** Monday, April 3, 2017 6:37 AM  
**To:** 'Shawn Baldwin'  
**Subject:** RE: Adding Distribution Channels

Shawn - Good to hear from you – thanks.

Regards,  
Dennis

Dennis Brewer  
Chief Executive Officer  
WinnettOrganics, Inc.  
623-207-9675 520-549-6245  
[www.winnettorganics.com](http://www.winnettorganics.com)



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---

**From:** Shawn Baldwin [mailto:[REDACTED]]  
**Sent:** Monday, April 3, 2017 6:34 AM  
**To:** Dennis Brewer <[REDACTED]>  
**Subject:** RE: Adding Distribution Channels

Thanks Dennis,

We are still discussing your proposal but should have an answer for you mid next week  
As we are traveling this week.

Regards,

shawn

**Shawn Baldwin**  
SVP-GMM Produce/Floral,  
Global Produce Sourcing

Wal-Mart Stores Inc.  
702 SW 8<sup>th</sup> Street  
Bentonville, AR, 72716-0580  
Office 479-258-2551  
Admin 479-258-2550  
Cell 479-899-8834

---

**From:** Dennis Brewer [mailto:[REDACTED]]  
**Sent:** Monday, April 03, 2017 5:19 AM  
**To:** Ronald G. McCormick; Shawn Baldwin  
**Subject:** EXT: Adding Distribution Channels



Dennis Brewer has shared a OneDrive file with you. To view it, click the link below.



[WO Strategic Marketing 160830.docx](#)

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Just an FYI – We are in process signing up an internationally recognized wholesaler and an internationally recognized broker for our North American brand. They will exclusively make our branded products available through channels other than the ten power retailers we are retaining as strategic accounts. This will help our marketing staff stay focused on strategic marketing opportunities, reduce our sales costs, and improve customer care and product availability for all strategic accounts. We expect to do over \$100 million in 2018 through these wholesaler and broker channels and \$600 million plus over the three year life of these contracts. Our branded marketing plan for 2018 features co-op advertising, in-store displays, store-level targeted e-mail and social media campaigns, customer premiums, retail and wholesale customer care teams, and our quarterly electric vehicle giveaway (with in-store registration), all designed to drive traffic to participating produce departments. Of course, we can make house brands available without all these features.

Regards,  
Dennis

Dennis Brewer  
Chief Executive Officer  
WinnettOrganics, Inc.  
623-207-9675 520-549-6245  
[www.winnettorganics.com](http://www.winnettorganics.com)



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## Dennis Brewer

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**From:** Dennis Brewer <[REDACTED]>  
**Sent:** Monday, April 3, 2017 6:19 AM  
**To:** 'Ronald G. McCormick'; 'Shawn Baldwin'  
**Subject:** Adding Distribution Channels  
**Attachments:** WO Strategic Marketing 160830.docx

Just an FYI – We are in process signing up an internationally recognized wholesaler and an internationally recognized broker for our North American brand. They will exclusively make our branded products available through channels other than the ten power retailers we are retaining as strategic accounts. This will help our marketing staff stay focused on strategic marketing opportunities, reduce our sales costs, and improve customer care and product availability for all strategic accounts. We expect to do over \$100 million in 2018 through these wholesaler and broker channels and \$600 million plus over the three year life of these contracts. Our branded marketing plan for 2018 features co-op advertising, in-store displays, store-level targeted e-mail and social media campaigns, customer premiums, retail and wholesale customer care teams, and our quarterly electric vehicle giveaway (with in-store registration), all designed to drive traffic to participating produce departments. Of course, we can make house brands available without all these features.

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## Dennis Brewer

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**From:** Dennis Brewer <[REDACTED]>  
**Sent:** Monday, April 3, 2017 9:02 AM  
**To:** Cardone, Andrew  
**Subject:** FW: Update

FYI – see below.

Regards,  
Dennis

Dennis Brewer  
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**From:** Dennis Brewer [mailto:[REDACTED]]  
**Sent:** Monday, April 3, 2017 8:54 AM  
**To:** [REDACTED]  
[REDACTED]  
[REDACTED]  
[REDACTED]  
[REDACTED]  
**Cc:** 'Michael Callahan' <[REDACTED]>  
Christopher Nichols <[REDACTED]>  
**Subject:** Update

Rafael Gomez  
Bruce Blitch

'James Case' <[REDACTED]>  
'Randy Jennings' <[REDACTED]>

According to information received from Walmart this morning, they are likely to have an answer for us next week on our \$1.8 billion three year sales proposal. I am working with Oppenheimer and Albert's to provide us some feedback on our \$300MM three year proposals to each of them as well. If we get all three to say yes at current levels, and include the probable expansion of the Kroger account relationship, we would be sold out for the next three years. While it is not very likely that everything will go our way, it is certainly possible. This information is, of course, company confidential.

Regards,  
Dennis

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**Dennis Brewer**

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**From:** Robert Finkelstein <[REDACTED]>  
**Sent:** Tuesday, April 4, 2017 3:32 PM  
**To:** Dennis Brewer  
**Subject:** Re: Revised presentation materials

Hi Dennis,

I suspected as much. After all these months, you know I'm not one to give up. I have faith in you and your company. If at some point, DelMorgan and I can play a small role in your success, that would be so gratifying.

I'll check in with you periodically, if I don't hear from you first.

All the best to you.

Regards,  
Robert

**Robert Finkelstein**

*Managing Director*

DelMorgan & Co.

100 Wilshire Blvd., Suite 750

Santa Monica, CA 90401

(310) 234-9838 Direct

(310) 493-9838 Mobile  
[REDACTED]

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**From:** Dennis Brewer <[REDACTED]>  
**Sent:** Tuesday, April 4, 2017 12:25 PM  
**To:** Robert Finkelstein  
**Subject:** RE: Revised presentation materials

Robert - We are not able to come up with a revised fee approach at this time. We should keep talking and see what the future brings.

Regards,  
Dennis

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**From:** Robert Finkelstein [mailto:[REDACTED]]  
**Sent:** Tuesday, April 4, 2017 3:23 PM  
**To:** Dennis Brewer <[REDACTED]>  
**Subject:** Re: Revised presentation materials  
**Importance:** High

Hi Dennis,

I hope you're doing well...and maybe having some luck with the revised engagement fee. Regrettably, the group I was hoping might put up the full amount are only working on M&A transactions. They're not making any investments, even one at this amount.

Where do we stand at this point? I know Rob and I see the tremendous opportunity that lays ahead of you, and we really want to help you get there. Do you see the negotiated engagement fee schedule as achievable?

I look forward to speaking with you again soon.

Regards,  
Robert

**Robert Finkelstein**  
*Managing Director*  
DelMorgan & Co.  
100 Wilshire Blvd., Suite 750