

Best Regards,
Cinderella

From: DENNIS BREWER <[REDACTED]>
Sent: Wednesday, February 24, 2021 19:50
To: Cinderella Liao <[REDACTED]>
Subject: EXT: RE: New Offices In Foshan and Shanghai

Cinderella – Sure, we can help with that. Do you have specifications and monthly quantities for the cuts you want?

Thanks.

Regards,
Dennis

Dennis Brewer

Chief Executive Officer

Direct: 201-669-4933

Office: 800-956-9883

<http://www.sheldonbeef.com>

<https://sheldonfoods.com/>



Schedule a call at your convenience here:

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From: Cinderella Liao <[REDACTED]>
Sent: Wednesday, February 24, 2021 2:38 AM
To: DENNIS BREWER <[REDACTED]>
Subject: RE: New Offices In Foshan and Shanghai

Hi Dennis,

Sorry for my typo, actually I'm asking "Have you ship South America's rump/round to China before?" instead of North America.

We currently buying rump/round from South America, North America is a little bit limited due to much expensive.

Best Regards,
Cinderella

From: DENNIS BREWER <[REDACTED]>
Sent: Monday, February 22, 2021 21:05
To: Cinderella Liao <[REDACTED]>
Subject: EXT: RE: New Offices In Foshan and Shanghai

Good day, Cinderella – I hope you enjoyed your New Year holiday. Our beef supply situation has stabilized in recent weeks as Covid-19 spread and infection rates are being reduced fairly quickly.

In order to provide accurate quotes for the items you are requesting, we have some questions:

1. What specific cuts of rump/round are you looking for?
2. What is the required weight of each fixed portion for each cut?
3. How do you want these retail cuts packaged? We typically package these frozen cuts as shown in the attached photo but have other options available.
4. What product grade are you looking for? As I am sure you know, most US beef is Choice grade but Select is also available if you wish.
5. What is the estimated monthly quantity of each item you want to purchase?

Fixed weight cuts will be very slightly more expensive than flexible weight as there is a small amount of cutting waste.

I look forward to your reply.

Thank you.

Regards,
Dennis

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From: Cinderella Liao <[REDACTED]>
Sent: Monday, February 22, 2021 5:30 AM

To: DENNIS BREWER <[REDACTED]>
Subject: RE: New Offices In Foshan and Shanghai

Hi Dennis,

We're buying rump/round items from North America, hope we can set some business together.

How's origin situation? Are they getting better from covid 19 situation? Chinese retailer are more suffered from covid 19.

Regarding fixed item, how much more will it cost against flexible item? Thanks

Best Regards,
Cinderella

From: DENNIS BREWER <[REDACTED]>
Sent: Monday, February 8, 2021 20:52
To: Cinderella Liao <[REDACTED]>
Subject: EXT: RE: New Offices In Foshan and Shanghai

Cinderella – Good day. We have shipped rump/round. While we have not shipped fixed weight items in the past to China, we are most certainly capable of shipping fixed weight items to your specifications from North America.

Thanks.

Regards,
Dennis

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From: Cinderella Liao <[REDACTED]>
Sent: Monday, February 8, 2021 4:12 AM
To: DENNIS BREWER <[REDACTED]>
Subject: RE: New Offices In Foshan and Shanghai

Hi Dennis,

Yes, we prefer to do direct import business means we will be the importer.
We mostly focus on frozen products, have you ship North America's rump/round to China before?
Have you ship fixed weight items to other clients?
Thanks

Best Regards,
Cinderella

From: DENNIS BREWER <[REDACTED]>
Sent: Thursday, February 4, 2021 14:14
To: Cinderella Liao <[REDACTED]>
Subject: EXT: RE: New Offices In Foshan and Shanghai

Cinderella – Good day. Thanks for your message. Answers to your questions are shown below in red.

If your new office in China will be our main contact and you will do local trade with Walmart China, then the importer will be your company right? Normally when we do direct import business, the importer will be us. We can work with you either way but it will probably be easiest for Walmart China to secure any import quota allocations you require. You probably will also have preferential freight rates due to your volume, so it may be better for you to be the direct importer. We can ship CIF, port of origin, CIF Chinese port, or including freight to inland Chinese locations, as you wish. Just let us know which method you prefer and we will work with you in that way. Our US personnel will be involved, but we can coordinate all our activities and communication through our offices in China.

Shin, shank, chuck, flank, and full carcasses as boxed beef. These products all came from US? Have you ship any other countries products to China? These products come from North and South America, including US, Canada, Brazil, Uruguay, Argentina, Chile, as appropriate. We also provide some product from Spain. We can supply grainfed or grassfed beef in regular form, natural (no growth promotants), or certified organic. We can also supply pork carcasses and cuts, if needed. We often, but not always, contract direct with farmers for cattle or hogs, then use a GFSI and China approved slaughterhouse to custom process to the desired specifications. Depending upon your needs and the current logistics situation, we can arrange for chilled product as well as blast frozen product.

We do our North American procurement through various offices here, in New Jersey, Texas, Nebraska, and California. We currently do South American procurement of cattle, hogs, processing, and logistics through processors and local agents in South America. If volumes become great enough, we will place our representatives in country at the point of origin in South America to facilitate and expedite local production there.

Just let us know how we can best assist you in making the process easy and transparent for Walmart China. We will follow through as needed to be sure your needs are met.

Thank you again for the opportunity to discuss these issues with you.

Regards,
Dennis

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From: Cinderella Liao <[REDACTED]>
Sent: Wednesday, February 3, 2021 10:25 PM
To: DENNIS BREWER <[REDACTED]>
Subject: RE: New Offices In Foshan and Shanghai

Hi Dennis,

Thanks for sharing, while I didn't find your vendor number or vendor name in our system, not sure if it was created success or deleted due to no business in the last 2 years.

If your new office in China will be our main contact and you will do local trade with Walmart China, then the importer will be your company right? Normally when we do direct import business, the importer will be us.

Shin, shank, chuck, flank, and full carcasses as boxed beef. These products all came from US? Have you ship any other countries products to China?

Best Regards,
Cinderella

From: DENNIS BREWER <[REDACTED]>
Sent: Tuesday, February 2, 2021 21:06
To: Cinderella Liao <[REDACTED]>
Subject: EXT: RE: New Offices In Foshan and Shanghai

Cinderella – Good day. Thank you for your interest and questions.

Our history with Walmart China: In February 2018, we signed a contract for beef shin and shank as introductory products under another corporate name, Winnett Cattle Company. Because of a change in investors, and for other technical and legal reasons, we changed the legal name to Sheldon Beef Inc, and our trading name to Sheldon Foods. A copy of the original contract and vendor number are attached.

- 1) Do you work with any Chinese retailer or distributor? If positive, please specify. Our work to date has primarily been through traders as the Chinese market just reopened in January 2020 after the trade agreement, and that was the quickest way to get back into the market.
- 2) What's your popular items that ship to China? Shin, shank, chuck, flank, and full carcasses as boxed beef.
- 3) Are you working with other markets of Walmart? If positive, please advise your factory ID. We are not currently working with other Walmart markets. Our former vendor number is attached.
- 4) If we start to develop business with you, your new office in Foshan will be our main contact or your US office? Your main contacts will be in Foshan and Shanghai once we establish a contractual relationship. You will have local support for all sales, customer service, and administrative requirements. Our headquarters will always be available to you if you prefer. I will closely monitor your account as Walmart China is very important to our company and to me personally.
- 5) Will your new office in China be able to do local trade or just help your head quarter to do other procedure? We will do local trade in China. By next year (2022), we will maintain local inventories in China.

I am very happy to answer any other questions you may have.

Regards,
Dennis

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From: Cinderella Liao <[REDACTED]>
Sent: Tuesday, February 2, 2021 3:08 AM
To: DENNIS BREWER <[REDACTED]>
Subject: RE: New Offices In Foshan and Shanghai

Hi Dennis,

Thanks for reaching us.

To help me catch up, could you please advise how far are we going in 2018? Which items are we worked or about to work before?

BTW, your new office Foshan is very close to Shenzhen our head quarter.

- 1) Do you work with any Chinese retailer or distributor? If positive, please specify.
- 2) What's your popular items that ship to China?
- 3) Are you working with other markets of Walmart? If positive, please advise your factory ID.

- 4) If we start to develop business with you, your new office in Foshan will be our main contact or your US office?
- 5) Will your new office in China be able to do local trade or just help your head quarter to do other procedure?

Thanks

Cinderella Liao

Direct Import, Walmart Stores(China), Fresh

5/F., Tower 3, SZITIC Square, 69 Nonglin Road, Futian District, Shenzhen(Zip 518040)
Tel 86-755-21512497

From: DENNIS BREWER <[REDACTED]>
Sent: Monday, February 1, 2021 09:50
To: Alison Fan-PB <[REDACTED]>
Cc: Cinderella Liao <[REDACTED]>
Subject: EXT: RE: New Offices In Foshan and Shanghai

Thank you, Allison. Congratulations on your new position. It has been a pleasure working with you and I wish you the best as you continue your career with Walmart China.

Cinderella – Very nice to meet you via email. We are here to support Walmart China in any way we can. As you know, we have added offices in Foshan, Shunde City, Guangdong and in Shanghai. We provide sales, customer support, and some administrative services through our China offices. We fully support those operations from headquarters, operations, and logistics locations in various parts of the US.

Please feel free to contact me for further information and support. Once we have established a relationship, I will introduce your primary in-country Sheldon Foods resource.

While we focus on US beef, we can support any protein need you may have, be it conventional grainfed beef, natural beef, or organic beef. We also have excellent access to chicken and pork in North America and South America.

We had worked with Alison to import US beef. Unfortunately, our now retired US President decided to initiate a trade war just as we were ready to begin shipments to your company in mid-2018. We have been through your on-boarding process and were issued a vendor number for our former organization. We have recently reorganized under a new name so we will likely need to secure a new Walmart China vendor number.

Once the new trade agreement was signed last January, we began to reenter China. In recent times, we have consolidated a number of sales operations in China, and are ramping up to about 950 containers per month into China from North America and South America.

Hopefully, one of these days international travel will again be feasible. I look forward to meeting you then. In the meantime, please let me know how we can best assist in your successful expansion and growth.

Wishing you all the best and a joyous New Year.

Regards,
Dennis

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From: Alison Fan-PB <[REDACTED]>
Sent: Sunday, January 31, 2021 8:17 PM
To: DENNIS BREWER <[REDACTED]>
Cc: Cinderella Liao <[REDACTED]>
Subject: RE: New Offices In Foshan and Shanghai

Hi Dennis,

Thanks a lot for your email and glad to know that you opened offices in China. I moved to private brand team already. Miss Cinderella Liao is responsible for direct import of protein . Pls kindly contact her for the further cooperation.

*Thanks and Best Regards,
Alison Fan*

Private Brand - Supercenter Merchandising Wal-Mart China

Tel: 86-755-23973276

Address : 4F, 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号深国投广场三号楼4层 邮政编码： 518040

From: DENNIS BREWER <[REDACTED]>
Sent: 2021年1月31日 3:38
To: Alison Fan-PB <[REDACTED]>
Subject: EXT: New Offices In Foshan and Shanghai

Alison – I hope you are doing well. As you know, Winnett Cattle Company was involved in working with you in 2018 to supply US beef to your organization. Our management team has moved to a new organization, Sheldon Foods, and has opened offices in Foshan, Guangdong Province, and in Shanghai. We are about to sign a \$300 million US Angus beef

supply contract in Korea, and will be opening an office there as well. We look forward to reestablishing contact with you and your organization. We know Walmart China has ambitious plans for expansion in China, and would be delighted to locally support that expansion.

I also know that Walmart reorganizes its operations from time to time, so if you are no longer involved in protein procurement, please refer us to those in your organization who are involved. Once you advise us who the appropriate contact would be, we will arrange for someone in our China operations to be in touch. We want to provide the very best possible value, as well as localized sales and support to our valued friends at Walmart China.

Thank you very much. I hope you are better able to enjoy your New Year holidays this year.

Regards,
Dennis

Dennis Brewer

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DENNIS BREWER

From: DENNIS BREWER
Sent: Friday, April 9, 2021 1:31 PM
To: John Artuso
Subject: RE: Dematic Design Study Proposal

Thanks, John. No progress due to slow uptake of exports. We now have 2 offices open in China. Hopefully, that will help.

Regards,
Dennis

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From: John Artuso <[REDACTED]>
Sent: Friday, April 9, 2021 12:15 PM
To: DENNIS BREWER <[REDACTED]>
Subject: RE: Dematic Design Study Proposal

Dennis

Just touching base with you. Do you have an update as to how your project is progressing.

Thanks

John A. Artuso
Partner

Tel: 201. 224. 4100 Ext. 110

Fax: 201. 224. 0274

[REDACTED]

CYBUL CYBUL WILHELM ARCHITECTS

(CCW Architects)

1064 River Road

Edgewater, New Jersey 07020



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From: DENNIS BREWER <[REDACTED]>
Sent: Thursday, January 14, 2021 4:39 PM
To: John Artuso <[REDACTED]>
Subject: RE: Dematic Design Study Proposal

John – Understood. Let’s pick this up in June/July sometime. We will be better able to gauge market acceptance once we talk to some retailers.

Regards,
Dennis

Dennis Brewer
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From: John Artuso <[REDACTED]>
Sent: Thursday, January 14, 2021 4:37 PM
To: DENNIS BREWER <[REDACTED]> Patel, Chirag (EO) <[REDACTED]>
Cc: Powers, Billy <[REDACTED]> Jon Nickless <[REDACTED]>
Subject: RE: Dematic Design Study Proposal

Dennis

This is good news, but at some point we should review your proposed timing a little further.

With a late 2021 start with Architecturals there may not be enough time allocated for the proposed design drawings and appropriate approvals.

We can discuss this further when you feel it is warranted.

Thanks for keeping me in the loop and stay safe!

John A. Artuso
Partner

Tel: 201. 224. 4100 Ext. 110

Fax: 201. 224. 0274

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From: DENNIS BREWER <[REDACTED]>
Sent: Thursday, January 14, 2021 1:56 PM
To: Patel, Chirag (EO) <[REDACTED]>
Cc: Powers, Billy <[REDACTED]> John Artuso <[REDACTED]> Jon Nickless <[REDACTED]>
Subject: RE: Dematic Design Study Proposal

Chirag – Hope all is well with you. We are expecting, but not assured, of a \$277MM Korea sales contract in February. If that goes, we will start up our organic business in March/April with first products hitting the market in September. Assuming the initial retailer and consumer response is highly favorable, we will recommence the planning for the production plant in Indiana in late 2021, breaking ground in Spring 2022. To accomplish that, we will need to begin architectural design in late 2021. If that holds, we will likely be looking at commissioning your study in August/September 2021. So, check back with me in 60 days to see how the Korea contract is going and what our then current timeline looks like.

Thanks for your patience.

Regards,
Dennis

Dennis Brewer

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From: Patel, Chirag (EO) <[REDACTED]>
Sent: Thursday, January 14, 2021 1:26 PM
To: DENNIS BREWER <[REDACTED]>
Subject: RE: Dematic Design Study Proposal

Hi Dennis,

I hope all is well!

Just wanted to follow up again to see if there are any updates or developments?

Regards,
Chirag

From: DENNIS BREWER <[REDACTED]>
Sent: Wednesday, December 2, 2020 8:45 AM
To: Patel, Chirag (EO) <[REDACTED]>
Subject: RE: Dematic Design Study Proposal

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Patel – Thanks. We will review and reply in January. Our process is slowed due to the development of our Chinese export business which is taking longer than expected to attain the sales levels we are targeting.

Regards,
Dennis

Dennis Brewer

Chief Executive Officer

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From: Patel, Chirag (EO) <[REDACTED]>
Sent: Tuesday, December 1, 2020 11:08 AM
To: DENNIS BREWER <[REDACTED]>
Subject: Dematic Design Study Proposal

Hi Dennis,

I hope all is well!

Here is the link to Dematic's design study proposal that we spoke of for your new facility:

<https://dematic.clientpoint.co/v/448826/5200/c/SheldonBeef-154471>

We can set up a review session if you'd like in the near future.

Let me know if you have any questions.

Regards,

Chirag Patel

Regional Account Manager

Dematic Corp.

150 Allen Road, Suite 103

Basking Ridge, NJ 07920

(O) 908-991-9938

(M) 201-874-2058

Customer Service: 1.800.530.9153

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DENNIS BREWER

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Regards,
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Partner

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Sent: Tuesday, December 1, 2020 11:08 AM
To: DENNIS BREWER <[REDACTED]>
Subject: Dematic Design Study Proposal

Hi Dennis,

I hope all is well!

Here is the link to Dematic's design study proposal that we spoke of for your new facility:

<https://dematic.clientpoint.co/v/448826/5200/c/SheldonBeef-154471>

We can set up a review session if you'd like in the near future.

Let me know if you have any questions.

Regards,

Chirag Patel

Regional Account Manager

Dematic Corp.

150 Allen Road, Suite 103

Basking Ridge, NJ 07920

(O) 908-991-9938

(M) 201-874-2058

Customer Service: 1.800.530.9153

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DENNIS BREWER

From: DENNIS BREWER
Sent: Tuesday, April 13, 2021 9:20 AM
To: Daniel Lonergan
Subject: Angus Beef Quarters Additional Quote, Info Request

Daniel:

[SOUTH AMERICA QUOTE FOR ANGUS BEEF, CHOICE GRADE, ALL QUARTERS IN BOXED BEEF FORM:](#)

[Quoting trial order of 50MT of all four quarters \(beef carcasses\) in boxed beef form, thereafter 150MT/month for 12 months.](#)

Cattle Breed : Angus with Bradford, age 26 to 32 months, grassfed, raised in fields, in natural pasture.

For 23 cuts (full carcass) as per enclosed cuts just as reference.

The plant offers to start with 2 x 40reefer available, certified to China mainland, then we can meet your above need of 150 tons month (5-6 x 40reefer) or more quantity if needed with steady supplying.

Price: US\$ 6.500,00 ton CIF Shanghai port including 110% insurance costs, surcharge for reefer container (this is for the moment); this surcharge can be excluded if the

situation of reefer containers shortage will reduce on coming months.

Packing: vacuum pack inside boxes

The above price will be fixed for 60 days then revised according to the market. If the customer prefers we can accept price revision every month.

There is an additional surcharge for reefer container of US\$ 1000 per container inclusive in the price due to reefer containers to and from China are in shortage, etc...

If this surcharge drop we'll have US\$ 40.00 per ton less of the above price.

Shipment: 21 days after order confirmation.

NOTE: This quote compares unfavorably with the \$5,900/MT quote for North American Angus Choice beef quarters previously provided.

Also, I had previously asked about the status of Berkshire pork to China but received no response. I would also like to know the results of the conversations indicated to occur with

- Beijing Hung Yuen re revised oyster blade quote
- Yonghui Superstores

Thank you.

Regards,
Dennis

Dennis Brewer

Chief Executive Officer

Direct: 201-669-4933

Office: 800-956-9883

<http://www.sheldonbeef.com>

<https://sheldonfoods.com/>



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DENNIS BREWER

From: DENNIS BREWER
Sent: Wednesday, April 14, 2021 9:57 AM
To: John Vangchhia
Subject: RE: Uruguay 40FCL Beef Trial \$150K
Attachments: Uruguay Beef Trial Container Flash Sale 210414.xlsx

John - See attached for detailed pricing. We can work out DLC payment, add \$5,000 to total price to cover our advance of the 40% initial payment required on this initial order.

Thanks.

Regards,
Dennis

Dennis Brewer

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From: John Vangchhia <[REDACTED]>
Sent: Wednesday, April 14, 2021 9:53 AM
To: DENNIS BREWER <[REDACTED]>
Subject: Re: Uruguay 40FCL Beef Trial \$150K

Hi Dennis,

What's the pricing? Can't do advance, but 100% DLC cleared upon loading.

Regards,

John

On Apr 14, 2021, at 9:44 AM, DENNIS BREWER <[REDACTED]> wrote:

Uruguay sourced Angus beef, trial container, 26.96MT net weight, \$150,000. After trial container, if the buyer decides to contract supply for 12 months, they can choose 5 or more cuts for container mix.

Packing: vacuum pack per cut, inside carton, 20-22 kg

Delivery: 30 days after order confirmation

Payment terms: 40% at order confirmation plus balance against shipping documents by e-mail

Breed : Angus steers

Production: current, blast frozen

Price: CIF China main ports

Certified to China

Regards,
Dennis

Dennis Brewer

Chief Executive Officer

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<image001.png>

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<Uruguay Beef Trial Container Flash Sale 210414.xlsx>

DENNIS BREWER

From: DENNIS BREWER
Sent: Thursday, April 15, 2021 4:08 PM
To: Miles Reiten
Subject: Big Sandy Ranch

Miles – Well, this thing won't quite die. I had another lender inquiry today. Can you provide any guidance on the amount of sub debt and related terms that might be acceptable? I understand the need for definitive information to provide an underwriting opinion on this – for the moment we just need to get in the ballpark so we can present a firm package for consideration.

So you know, the seller is still at \$19.5MM on the real estate. Our number is \$17MM. There is an additional \$4MM of livestock and equipment to be financed as well. We are continuing to work this issue. It may take a few months but other buyers are not flocking to this opportunity. We are relatively confident we will prevail.

Thanks, Miles.

Regards,
Dennis

Dennis Brewer

Chief Executive Officer

Direct: 201-669-4933

Office: 800-956-9883

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DENNIS BREWER

From: DENNIS BREWER
Sent: Thursday, April 15, 2021 4:13 PM
To: Joanne Labelle
Subject: Theo

Joanne – Hope you are doing well. From what I can see from here, Teton County is having a bang-up year and has little inventory left.

Please put a ping on your calendar to check in with Theo every 2 months or so, just in case the Big Sandy seller comes to his senses on valuation and deal structure.

Thanks.

Regards,
Dennis

Dennis Brewer

Chief Executive Officer

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Office: 800-956-9883

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DENNIS BREWER

From: DENNIS BREWER
Sent: Thursday, April 15, 2021 8:01 AM
To: Cinderella Liao
Subject: RE: New Offices In Foshan and Shanghai

Cinderella – Good day. I hope you are doing well. Do you have an estimate of when Walmart China might resume beef purchases currently not allowed by the pandemic? Please advise when we can expect the signed supplier agreement and NCNDA so we can begin the supply chain on-boarding process. We would like to begin that process in the next 2 weeks so we are ready to go once shipping is allowed.

As previously mentioned, we expect to have a range of boxed beef and 170 gram retail case ready options for your consideration.

Thank you.

Regards,
Dennis

Dennis Brewer

Chief Executive Officer

Direct: 201-669-4933

Office: 800-956-9883

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From: Cinderella Liao <[REDACTED]>
Sent: Thursday, April 8, 2021 6:48 AM
To: DENNIS BREWER <[REDACTED]>
Subject: RE: New Offices In Foshan and Shanghai

Hi Dennis,

May I understand clearly the difference between case ready and boxed beef? Does case ready means bulk?

Yes we all are suffered a lot from covid-19, our stores are not permitted to sell direct inport frozen meat/seafood yet. At current stage, I suppose we would prefer South America's beef due to price level. Therefore you could source more from South America, thanks.

Best Regards,
Cinderella

From: DENNIS BREWER <[REDACTED]>
Sent: Wednesday, April 7, 2021 21:33
To: Cinderella Liao <[REDACTED]>
Subject: EXT: RE: New Offices In Foshan and Shanghai

Good day, Cinderella – I hope you are healthy and doing well. We have secured pricing from one source in North America (case ready) and one source in South America (boxed beef). We are working to secure a commitment from a South American supplier on case ready beef, which is not yet widely available from South American suppliers. We are also waiting on another case ready quote from North America. We will present each quote to you for a decision once we have received those remaining two quotes, as well as your organization's contract approval. All these sources are strong, reliable operations with excellent reputations.

As you probably know, South America is experiencing significant difficulties with new variants of Covid-19, straining operations at beef plants and inland logistics providers. That is a principal reason we are offering the North American option to sustain continuous supply for Walmart China. We are in daily communication with our sources and will keep you updated on options so long as these conditions exist. Hopefully, vaccines will soon be widely available in South America so the situation can finally be stabilized as it has been in North America.

As before, we look forward to working with you to supply Walmart China's growing protein requirements in the months and years ahead. Please let us know how else we might be able to assist you.

Thanks.

Regards,
Dennis

Dennis Brewer

Chief Executive Officer

Direct: 201-669-4933

Office: 800-956-9883

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From: Cinderella Liao <[REDACTED]>
Sent: Monday, March 15, 2021 5:39 AM
To: DENNIS BREWER <[REDACTED]>
Subject: RE: New Offices In Foshan and Shanghai

Hi Dennis,

Please kindly read below signing notes, thanks.
Clearly the files you send doesn't match our standard. Some text even out of order.

Regarding payment term, we normally do **T/T 60 days after B/L date**, what do you think?

Attention:

1. Please do not make any modification on the template.
2. Please fill in the Supplier Agreement **hand-written**. Make sure with **clear writing**.
3. All the information on the Supplier Agreement & Bank Information form should be exact the same, such as company name, company address, bank information, signature & chop.
4. Signing people should be the position equal or higher than sales director.
5. Retail link application form is for the access to Walmart retail link, to help you clearly know the sales performance of your product in our stores. It is one of the requirements now for setting up the new account in Walmart China. The information in the retail link application form about ACCESS NEEDED , as you don't have it, please keep it blank.

As the originals are required to set up the new account and issue vendor ID, you may send us the scanned copy for checking before courier the 3 sets of originals to us.

Best Regards,
Cinderella

From: DENNIS BREWER <[REDACTED]>
Sent: Saturday, March 13, 2021 02:50
To: Cinderella Liao <[REDACTED]>
Subject: EXT: RE: New Offices In Foshan and Shanghai

Cinderella – Copies of four documents are attached for your review. These include an NCNDA required for Walmart to use our third party suppliers where needed. Once you have reviewed and received approval for Walmart signature, I will send originally signed documents to your attention. Please provide your postal mailing information and indicate number of originally signed copies of each document are required. Please include an originally signed copy of each document which you will send to us when the Walmart signatures are completed.

Thank you very much. We are excited to work with you through the rest of the on-boarding process and begin shipments to you soon.

Regards,

Dennis

Dennis Brewer

Chief Executive Officer

Direct: 201-669-4933

Office: 800-956-9883

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From: Cinderella Liao <[REDACTED]>
Sent: Wednesday, March 10, 2021 9:15 PM
To: DENNIS BREWER <[REDACTED]>
Subject: RE: New Offices In Foshan and Shanghai

Hi Dennis,

Before we develop business, could you please signed contract to set vendor number first? Thanks

Here below is DI Contract signing note:

There are enclosed 3 documents for WMC:

1. SA (Supplier Agreement)-for Walmart Store
2. Bank Information form
3. Retail link application form

Attention:

1. Please do not make any modification on the template.
2. Please fill in the Supplier Agreement hand-written. Make sure with clear writing.
3. All the information on the Supplier Agreement & Bank Information form should be exact the same, such as company name, company address, bank information, signature & chop.
4. Signing people should be the position equal or higher than sales director.
5. Retail link application form is for the access to Walmart retail link, to help you clearly know the sales performance of your product in our stores. It is one of the requirements now for setting up the new account in Walmart China. The information in the retail link application form about ACCESS NEEDED , as you don't have it, please keep it blank.

As the originals are required to set up the new account and issue vendor ID, you may send us the scanned copy for checking before courier the 3 sets of originals to us.

Best Regards,
Cinderella

From: DENNIS BREWER <[REDACTED]>
Sent: Friday, March 5, 2021 05:01
To: Cinderella Liao <[REDACTED]>
Subject: EXT: RE: New Offices In Foshan and Shanghai

Hi Cinderella – We are still working on your request. I will be back in touch next week. Sorry for the delay. Enjoy your weekend.

Regards,
Dennis

Dennis Brewer

Chief Executive Officer

Direct: 201-669-4933

Office: 800-956-9883

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From: Cinderella Liao <[REDACTED]>
Sent: Friday, February 26, 2021 2:16 AM
To: DENNIS BREWER <[REDACTED]>
Subject: RE: New Offices In Foshan and Shanghai

Dennis,

In reference to fixed item, should be “for cuts that are already packaged in retail packs which can be sold directly to consumers and only need to be price labeled for retail sale.”

BTW, which your products came from? Argentina/Brazil/or other origin ?

If fixed weight item much expensive than flexible weight item, we might consider processed in domestic factory, so please offer flexible format together with fixed format, thanks.

Best Regards,
Cinderella

From: DENNIS BREWER <[REDACTED]>
Sent: Thursday, February 25, 2021 09:42
To: Cinderella Liao <[REDACTED]>
Subject: EXT: RE: New Offices In Foshan and Shanghai

Cinderella – Thanks for the information and specification.

To be clear, are you looking for vacuum packed wholesale cuts to be further processed by a butcher or for cuts that are already packaged in retail packs which can be sold directly to consumers and only need to be price labeled for retail sale? Just want to be sure we are providing the proper package size.

Once I am clear on this point, we will proceed to quote this opportunity for you. It will likely be early next week when our quote is completed and forwarded to you.

We greatly appreciate this opportunity, Cinderella.

Regards,
Dennis

Dennis Brewer

Chief Executive Officer
Direct: 201-669-4933
Office: 800-956-9883
<http://www.sheldonbeef.com>
<https://sheldonfoods.com/>



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From: Cinderella Liao <[REDACTED]>
Sent: Wednesday, February 24, 2021 8:28 PM
To: DENNIS BREWER <[REDACTED]>
Subject: RE: New Offices In Foshan and Shanghai

Dennis,

We're more interested heat of rump/flat/eyeround/topside/knuckle/flank, sure you can offer me other items if you think it's good.

Attached are our spec fyi.

Regarding quantities, it's more relate to cost, we can take around 6 containers/month if cost are good. If cost is too high, we would go with local supplier.

Best Regards,
Cinderella

From: DENNIS BREWER <[REDACTED]>
Sent: Wednesday, February 24, 2021 19:50
To: Cinderella Liao <[REDACTED]>
Subject: EXT: RE: New Offices In Foshan and Shanghai

Cinderella – Sure, we can help with that. Do you have specifications and monthly quantities for the cuts you want?

Thanks.

Regards,
Dennis

Dennis Brewer

Chief Executive Officer

Direct: 201-669-4933

Office: 800-956-9883

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From: Cinderella Liao <[REDACTED]>
Sent: Wednesday, February 24, 2021 2:38 AM
To: DENNIS BREWER <[REDACTED]>
Subject: RE: New Offices In Foshan and Shanghai

Hi Dennis,

Sorry for my typo, actually I'm asking "Have you ship South America's rump/round to China before?" instead of North America.

We currently buying rump/round from South America, North America is a little bit limited due to much expensive.

Best Regards,
Cinderella

From: DENNIS BREWER <[REDACTED]>
Sent: Monday, February 22, 2021 21:05
To: Cinderella Liao <[REDACTED]>
Subject: EXT: RE: New Offices In Foshan and Shanghai

Good day, Cinderella – I hope you enjoyed your New Year holiday. Our beef supply situation has stabilized in recent weeks as Covid-19 spread and infection rates are being reduced fairly quickly.

In order to provide accurate quotes for the items you are requesting, we have some questions:

1. What specific cuts of rump/round are you looking for?
2. What is the required weight of each fixed portion for each cut?
3. How do you want these retail cuts packaged? We typically package these frozen cuts as shown in the attached photo but have other options available.
4. What product grade are you looking for? As I am sure you know, most US beef is Choice grade but Select is also available if you wish.
5. What is the estimated monthly quantity of each item you want to purchase?

Fixed weight cuts will be very slightly more expensive than flexible weight as there is a small amount of cutting waste.

I look forward to your reply.

Thank you.

Regards,
Dennis

Dennis Brewer

Chief Executive Officer

Direct: 201-669-4933

Office: 800-956-9883

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From: Cinderella Liao <[REDACTED]>
Sent: Monday, February 22, 2021 5:30 AM
To: DENNIS BREWER <[REDACTED]>
Subject: RE: New Offices In Foshan and Shanghai

Hi Dennis,

We're buying rump/round items from North America, hope we can set some business together.

How's origin situation? Are they getting better from covid 19 situation? Chinese retailer are more suffered from covid 19.

Regarding fixed item, how much more will it cost against flexible item? Thanks

Best Regards,
Cinderella

From: DENNIS BREWER <[REDACTED]>
Sent: Monday, February 8, 2021 20:52
To: Cinderella Liao <[REDACTED]>
Subject: EXT: RE: New Offices In Foshan and Shanghai

Cinderella – Good day. We have shipped rump/round. While we have not shipped fixed weight items in the past to China, we are most certainly capable of shipping fixed weight items to your specifications from North America.

Thanks.

Regards,
Dennis

Dennis Brewer

Chief Executive Officer

Direct: 201-669-4933

Office: 800-956-9883

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From: Cinderella Liao <[REDACTED]>
Sent: Monday, February 8, 2021 4:12 AM
To: DENNIS BREWER <[REDACTED]>
Subject: RE: New Offices In Foshan and Shanghai

Hi Dennis,

Yes, we prefer to do direct import business means we will be the importer.
We mostly focus on frozen products, have you ship North America's rump/round to China before?
Have you ship fixed weight items to other clients?
Thanks

Best Regards,
Cinderella

From: DENNIS BREWER <[REDACTED]>
Sent: Thursday, February 4, 2021 14:14
To: Cinderella Liao <[REDACTED]>
Subject: EXT: RE: New Offices In Foshan and Shanghai

Cinderella – Good day. Thanks for your message. Answers to your questions are shown below in red.

If your new office in China will be our main contact and you will do local trade with Walmart China, then the importer will be your company right? Normally when we do direct import business, the importer will be us. We can work with you either way but it will probably be easiest for Walmart China to secure any import quota allocations you require. You probably will also have preferential freight rates due to your volume, so it may be better for you to be the direct importer. We can ship CIF, port of origin, CIF Chinese port, or including freight to inland Chinese locations, as you wish. Just let us know which method you prefer and we will work with you in that way. Our US personnel will be involved, but we can coordinate all our activities and communication through our offices in China.

Shin, shank, chuck, flank, and full carcasses as boxed beef. These products all came from US? Have you ship any other countries products to China? These products come from North and South America, including US, Canada, Brazil, Uruguay, Argentina, Chile, as appropriate. We also provide some product from Spain. We can supply grainfed or grassfed beef in regular form, natural (no growth promotants), or certified organic. We can also supply pork carcasses and cuts, if needed. We often, but not always, contract direct with farmers for cattle or hogs, then use a GFSI and China approved slaughterhouse to custom process to the desired specifications. Depending upon your needs and the current logistics situation, we can arrange for chilled product as well as blast frozen product.

We do our North American procurement through various offices here, in New Jersey, Texas, Nebraska, and California. We currently do South American procurement of cattle, hogs, processing, and logistics through processors and local agents in South America. If volumes become great enough, we will place our representatives in country at the point of origin in South America to facilitate and expedite local production there.

Just let us know how we can best assist you in making the process easy and transparent for Walmart China. We will follow through as needed to be sure your needs are met.

Thank you again for the opportunity to discuss these issues with you.

Regards,
Dennis

Dennis Brewer

Chief Executive Officer

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From: Cinderella Liao <[REDACTED]>
Sent: Wednesday, February 3, 2021 10:25 PM
To: DENNIS BREWER <[REDACTED]>
Subject: RE: New Offices In Foshan and Shanghai

Hi Dennis,

Thanks for sharing, while I didn't find your vendor number or vendor name in our system, not sure if it was created success or deleted due to no business in the last 2 years.

If your new office in China will be our main contact and you will do local trade with Walmart China, then the importer will be your company right? Normally when we do direct import business, the importer will be us.

Shin, shank, chuck, flank, and full carcasses as boxed beef. These products all came from US? Have you ship any other countries products to China?

Best Regards,
Cinderella

From: DENNIS BREWER <[REDACTED]>
Sent: Tuesday, February 2, 2021 21:06
To: Cinderella Liao <[REDACTED]>
Subject: EXT: RE: New Offices In Foshan and Shanghai

Cinderella – Good day. Thank you for your interest and questions.

Our history with Walmart China: In February 2018, we signed a contract for beef shin and shank as introductory products under another corporate name, Winnett Cattle Company. Because of a change in investors, and for other technical and legal reasons, we changed the legal name to Sheldon Beef Inc, and our trading name to Sheldon Foods. A copy of the original contract and vendor number are attached.

- 1) [Do you work with any Chinese retailer or distributor? If positive, please specify.](#) Our work to date has primarily been through traders as the Chinese market just reopened in January 2020 after the trade agreement, and that was the quickest way to get back into the market.
- 2) [What's your popular items that ship to China?](#) Shin, shank, chuck, flank, and full carcasses as boxed beef.
- 3) [Are you working with other markets of Walmart? If positive, please advise your factory ID.](#) We are not currently working with other Walmart markets. Our former vendor number is attached.
- 4) [If we start to develop business with you, your new office in Foshan will be our main contact or your US office?](#) Your main contacts will be in Foshan and Shanghai once we establish a contractual relationship. You will have local support for all sales, customer service, and administrative requirements. Our headquarters will always be available to you if you prefer. I will closely monitor your account as Walmart China is very important to our company and to me personally.
- 5) [Will your new office in China be able to do local trade or just help your head quarter to do other procedure?](#) We will do local trade in China. By next year (2022), we will maintain local inventories in China.

I am very happy to answer any other questions you may have.

Regards,
Dennis

Dennis Brewer

Chief Executive Officer

Direct: 201-669-4933

Office: 800-956-9883

<http://www.sheldonbeef.com>

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Schedule a call at your convenience here:

<https://calendly.com/ceosheldonbeef>

From: Cinderella Liao <[REDACTED]>
Sent: Tuesday, February 2, 2021 3:08 AM
To: DENNIS BREWER <[REDACTED]>
Subject: RE: New Offices In Foshan and Shanghai

Hi Dennis,

Thanks for reaching us.

To help me catch up, could you please advise how far are we going in 2018? Which items are we worked or about to work before?

BTW, your new office Foshan is very close to Shenzhen our head quarter.

- 1) Do you work with any Chinese retailer or distributor? If positive, please specify.
- 2) What's your popular items that ship to China?
- 3) Are you working with other markets of Walmart? If positive, please advise your factory ID.
- 4) If we start to develop business with you, your new office in Foshan will be our main contact or your US office?
- 5) Will your new office in China be able to do local trade or just help your head quarter to do other procedure?

Thanks

Cinderella Liao

Direct Import, Walmart Stores(China), Fresh

5/F., Tower 3, SZITIC Square, 69 Nonglin Road, Futian District, Shenzhen(Zip 518040)
Tel 86-755-21512497

From: DENNIS BREWER <[REDACTED]>
Sent: Monday, February 1, 2021 09:50
To: Alison Fan-PB <[REDACTED]>
Cc: Cinderella Liao <[REDACTED]>
Subject: EXT: RE: New Offices In Foshan and Shanghai

Thank you, Allison. Congratulations on your new position. It has been a pleasure working with you and I wish you the best as you continue your career with Walmart China.

Cinderella – Very nice to meet you via email. We are here to support Walmart China in any way we can. As you know, we have added offices in Foshan, Shunde City, Guangdong and in Shanghai. We provide sales, customer support, and some administrative services through our China offices. We fully support those operations from headquarters, operations, and logistics locations in various parts of the US.

Please feel free to contact me for further information and support. Once we have established a relationship, I will introduce your primary in-country Sheldon Foods resource.

While we focus on US beef, we can support any protein need you may have, be it conventional grainfed beef, natural beef, or organic beef. We also have excellent access to chicken and pork in North America and South America.

We had worked with Alison to import US beef. Unfortunately, our now retired US President decided to initiate a trade war just as we were ready to begin shipments to your company in mid-2018. We have been through your on-boarding process and were issued a vendor number for our former organization. We have recently reorganized under a new name so we will likely need to secure a new Walmart China vendor number.

Once the new trade agreement was signed last January, we began to reenter China. In recent times, we have consolidated a number of sales operations in China, and are ramping up to about 950 containers per month into China from North America and South America.

Hopefully, one of these days international travel will again be feasible. I look forward to meeting you then. In the meantime, please let me know how we can best assist in your successful expansion and growth.

Wishing you all the best and a joyous New Year.

Regards,
Dennis

Dennis Brewer

Chief Executive Officer

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From: Alison Fan-PB <[REDACTED]>
Sent: Sunday, January 31, 2021 8:17 PM
To: DENNIS BREWER <[REDACTED]>
Cc: Cinderella Liao <[REDACTED]>
Subject: RE: New Offices In Foshan and Shanghai

Hi Dennis,

Thanks a lot for your email and glad to know that you opened offices in China. I moved to private brand team already. Miss Cinderella Liao is responsible for direct import of protein . Pls kindly contact her for the further cooperation.

Thanks and Best Regards,
Alison Fan

Private Brand - Supercenter Merchandising Wal-Mart China

Tel: 86-755-23973276

Address : 4F, 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号深国投广场三号楼4层 邮政编码： 518040

From: DENNIS BREWER <[REDACTED]>
Sent: 2021年1月31日 3:38
To: Alison Fan-PB <[REDACTED]>
Subject: EXT: New Offices In Foshan and Shanghai

Alison – I hope you are doing well. As you know, Winnett Cattle Company was involved in working with you in 2018 to supply US beef to your organization. Our management team has moved to a new organization, Sheldon Foods, and has opened offices in Foshan, Guangdong Province, and in Shanghai. We are about to sign a \$300 million US Angus beef supply contract in Korea, and will be opening an office there as well. We look forward to reestablishing contact with you and your organization. We know Walmart China has ambitious plans for expansion in China, and would be delighted to locally support that expansion.

I also know that Walmart reorganizes its operations from time to time, so if you are no longer involved in protein procurement, please refer us to those in your organization who are involved. Once you advise us who the appropriate contact would be, we will arrange for someone in our China operations to be in touch. We want to provide the very best possible value, as well as localized sales and support to our valued friends at Walmart China.

Thank you very much. I hope you are better able to enjoy your New Year holidays this year.

Regards,
Dennis

Dennis Brewer

Chief Executive Officer

Direct: 201-669-4933

Office: 800-956-9883

<http://www.sheldonbeef.com>

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DENNIS BREWER

From: DENNIS BREWER
Sent: Tuesday, April 20, 2021 4:47 PM
To: David Phillips
Subject: RE: Feed

David - Progress is very slow as the Chinese government is concerned about importing Covid on frozen foods. We have sales and administrative personnel in two China offices and are actively making calls, presentations, and proposals. We are also deepening our supply contacts in South America. So, we continue our export sales preparations as we can.

Once export sales contracts are firmly established in adequate volume, we will start up the organic operations. We are also looking at slaughter hogs, perhaps following cattle, perhaps as a separate operation. No schedule update as yet. But organic protein is definitely part of our plan.

Regards,
Dennis

Dennis Brewer

Chief Executive Officer

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Office: 800-956-9883

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From: David Phillips <[REDACTED]>
Sent: Tuesday, April 20, 2021 4:36 PM
To: DENNIS BREWER <[REDACTED]>
Subject: Feed

Hello Dennis,
Just wanted to check in on how things are progressing.
If you have time, please let me know.
Best regards,
David

David Phillips
Plant & Sales Manager

Feedex Companies, LLC
1616 East Wasp
Hutchinson, KS 67501
Office - 620-662-0033 Ext 206
Cell - 620-615-1469

DENNIS BREWER

From: DENNIS BREWER
Sent: Thursday, April 1, 2021 11:33 AM
To: John Vangchhia
Subject: RE: Any source for non GMO soybeans

Thanks, John. Chinese destination port name, please.

Several South American countries on holiday through the remainder of this week. Will have pricing to you asap next week for USA and South America, CIF specified Chinese port.

Regards,
Dennis

Dennis Brewer

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From: John Vangchhia <[REDACTED]>
Sent: Thursday, April 1, 2021 11:20 AM
To: DENNIS BREWER <[REDACTED]>
Subject: Re: Any source for non GMO soybeans

Hi Dennis,

Attached. Try any origin including US.

Thanks.

John

On Apr 1, 2021, at 11:10 AM, DENNIS BREWER <[REDACTED]> wrote:

John - Also, how shipped and destination. Containerized? Sacked? Super sacked? (Bulk loaded to ship will be difficult but is not impossible.)

Regards,
Dennis

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-----Original Message-----

From: John Vangchhia <[REDACTED]>
Sent: Thursday, April 1, 2021 10:59 AM
To: DENNIS BREWER <[REDACTED]>
Subject: Re: Any source for non GMO soybeans

25,000 MT trial and 50,000 x 12 contract.

On Apr 1, 2021, at 10:57 AM, DENNIS BREWER <[REDACTED]> wrote:

John - what quantity of non-GMO soybeans are you looking for?

Regards,
Dennis

Dennis Brewer
Chief Executive Officer
Direct: 201-669-4933
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-----Original Message-----

From: John Vangchhia <[REDACTED]>
Sent: Thursday, April 1, 2021 10:52 AM
To: DENNIS BREWER

THE SPECIFICATIONS: SOYBEANS NON GMO FOR HUMAN CONSUMPTION
ORIGIN: BRASIL/EUROPE.

- ❖ Moisture: Content: 12% Max.
- ❖ Organoleptic: Clean & Bright Appearance Natural Odor
- ❖ Heat Damaged Beans: 0.5% Max
- ❖ Total Damaged Beans: 3% Max
- ❖ Protein Percentage: 34% min (dry basis).
- ❖ Foreign Material/mildew : 1% Max
- ❖ Split Beans: 10% Max
- ❖ Other Color Beans: 2% Max
- ❖ Live Insects: None
- ❖ Crop Year: 2019-2020

作物年份: 2019-2020

- ❖ soluble protein in water 32% min
- ❖ OIL : 18.5% dry basis

ISO METHODS.

Subject: Any source for non GMO soybeans

Hello Jeff,

Hope you are doing fine. Any source for non-GMO soybeans?

Thanks.

John

DENNIS BREWER

From: DENNIS BREWER
Sent: Thursday, April 22, 2021 10:09 AM
To: Cinderella Liao
Subject: RE: New Offices In Foshan and Shanghai
Attachments: Sheldon Foods - Walmart 210422.pdf

Cinderella – Good day. We are pleased to present our South American pricing and related information for the quotes you requested. See the attached presentation for details. We are presenting three options, summarized below:

- Beef quarters are wrapped in plastic and overwrapped in cloth. They must be finish cut and packaged by a butcher operation for retail sale. Quarter weight is in the 80-100 kg range.
- Boxed beef is vacuum packed in wholesale portions and must be finish cut and packaged by a butcher operation for retail sale. Total carton weight in the 20-22 kg range.
- Case ready beef is packaged in 170-180 gram (guaranteed 170 gram minimum weight for fixed package pricing) vacuum packed retail portions and packed 100 per case, 17 kg of net weight per case. Total carton weight in the 18 kg range.

All beef is blast frozen. Cold chain integrity is monitored by a single-use temperature logging device in each ocean container. CIF, Tianjin, with SGS inspection at container loading and sealing. All beef meets or exceeds the specifications provided by Walmart China. All plants are cleared for export to China. Further processing plant information will be provided upon receipt of signed Supplier Agreement and NCNDA.

Thank you for this opportunity. We look forward to working through the on-boarding process and to our continuing relationship with you and the Walmart China team.

Regards,
Dennis

Dennis Brewer

Chief Executive Officer

Direct: 201-669-4933

Office: 800-956-9883

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<https://sheldonfoods.com/>



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From: Cinderella Liao <[REDACTED]>
Sent: Friday, April 16, 2021 4:06 AM
To: DENNIS BREWER <[REDACTED]>
Subject: RE: New Offices In Foshan and Shanghai

Hi Dennis,

Could you please send me the presentation of below products that you're talking about? Thanks

Best Regards,
Cinderella

From: DENNIS BREWER <[REDACTED]>
Sent: 2021年4月15日 20:01
To: Cinderella Liao <[REDACTED]>
Subject: EXT: RE: New Offices In Foshan and Shanghai

Cinderella – Good day. I hope you are doing well. Do you have an estimate of when Walmart China might resume beef purchases currently not allowed by the pandemic? Please advise when we can expect the signed supplier agreement and NCNDA so we can begin the supply chain on-boarding process. We would like to begin that process in the next 2 weeks so we are ready to go once shipping is allowed.

As previously mentioned, we expect to have a range of boxed beef and 170 gram retail case ready options for your consideration.

Thank you.

Regards,
Dennis

Dennis Brewer

Chief Executive Officer

Direct: 201-669-4933

Office: 800-956-9883

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