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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 import 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

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**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

<http://www.sheldonbeef.com>  
<https://sheldonfoods.com/>



Schedule a call at your convenience here:

<https://calendly.com/ceosheldonbeef>

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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

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**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

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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

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**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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<https://sheldonfoods.com/>



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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

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**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

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**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

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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

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**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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Chief Executive Officer

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Office: 800-956-9883

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<https://sheldonfoods.com/>



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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

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**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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<https://sheldonfoods.com/>



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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

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**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,

**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>

<https://sheldonfoods.com/>



Schedule a call at your convenience here:

<https://calendly.com/ceosheldonbeef>

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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

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**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

Direct: 201-669-4933

Office: 800-956-9883

<http://www.sheldonbeef.com>

<https://sheldonfoods.com/>



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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

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**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

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**From:** DENNIS BREWER  
**Sent:** Friday, April 23, 2021 9:04 AM  
**To:** [REDACTED]  
**Subject:** Beef Quote Request - YongHui Superstores

Is it possible to get a plant to quote only the following items:

1. Chuck Roll / 1 FCL per month (customer currently receiving from Brazil plant)
2. Chuck Eye Roll / 1 FCL per month (customer currently receiving from Argentina plant)

They are using the beef for their processed food products, so the grading of the beef could be low. Client did not disclose the target price and would like to receive our quotation to review first. Client also uses other imported beef products but is not yet willing to provide a procurement quote request on those items.

YongHui Superstores is a \$12 billion grocery chain with 110,000 employees across China so they are an excellent prospect for future business. Customer name is confidential, of course.

Regards,  
Dennis

*Dennis Brewer*

Chief Executive Officer

Direct: 201-669-4933

Office: 800-956-9883

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## DENNIS BREWER

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**From:** DENNIS BREWER  
**Sent:** Friday, April 23, 2021 4:15 PM  
**To:** [REDACTED]  
**Cc:** [REDACTED]  
**Subject:** RE: Oportunidades de Negócio Envolvendo Soja

Thank you. I will engage with my contacts on this early next week.

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:** [REDACTED] <[REDACTED]>  
**Sent:** Friday, April 23, 2021 4:10 PM  
**To:** DENNIS BREWER <[REDACTED]>  
**Cc:** 'Werner Bing' <[REDACTED]> 'Tradimpex Commodities' <[REDACTED]>  
**Subject:** ENC: Oportunidades de Negócio Envolvendo Soja

Dear Dennis,

I'm herewith enclosing two offers of Soy bean, one from Argentina and another from Braail, just for your knowledge. Unfortunately is not in English, but you may deal directly with Mr. Werner Bing (in copy) who will be able to explain you further. Please see also e-mail below.

Best regards,

Edward Thompson  
Director.





**TRADIMPEX Importação Exportação Ltda.**

Av. Pernambuco 1328/302  
Porto Alegre - RS - CEP 90.240-001 - Brasil  
Tel/Fax: + 55-51-3337.2890 - 3337.1945  
e-mail: tradimpex@tradimpex.com.br - commodities@tradimpex.com.br  
web site: www.tradimpex.com.br

**De:** Werner Bing <[REDACTED]>  
**Enviada em:** sexta-feira, 23 de abril de 2021 16:39  
**Para:** [REDACTED]  
**Assunto:** Oportunidades de Negócio Envolvendo Soja

Prezado Sr. Edward Thompson:

Boa tarde !

Conforme solicitado, segue abaixo as oportunidades envolvendo soja que chegaram ao conhecimento e que podemos concretizar:

**1) Tenho os seguintes preços CIF de soja:**

- **Soja GMO (transgênica):** USD 420/MT, com USD 10/MT de comissão para nós da compra

- **Soja Não-GMO (não transgênica):** USD 440/MT, com USD 10/MT de comissão para nós da compra

Há alguma margem para negociação nesses preços.

Além destas, surgem algumas "promoções especiais", como as que seguem em anexo, e que me chegaram no dia de ontem.

Farei uma sondagem inicial junto aos possíveis interessados na aquisição destes títulos e, havendo interesse, darei andamento ao negócio, e espero que possamos concretizar um bom negócio.

Registro profundos agradecimentos pela atenção dispensada !

Atenciosamente,

Werner Bing

Galeria Vila Rica  
Rua Ramiro Barcelos Nº 1.172/Conj. 237  
Porto Alegre/RS - CEP 90.035-002  
Fone/Fax: (51) 3222-1785  
Celular: (51) 98119-9376

Werner Bing

Vila Rica Gallery  
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Porto Alegre, RS - ZIP Code 90.035-002  
Phone: +55 51 3222-1785  
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## DENNIS BREWER

---

**From:** DENNIS BREWER  
**Sent:** Monday, April 26, 2021 1:13 PM  
**To:** Tyler Brewer  
**Subject:** RE: Crowd Cow Wants to Learn More

Thanks, Tyler.

As an aside, I was born in Enumclaw, grew up in Federal Way when the nearest stoplight was 4 miles away, went to the Palouse for undergrad and grad school, worked in the old Black Box in Seattle years ago, and lived for 25 years after college in Kirkland. Seattle is a lovely place.

Have a great day.

Regards,  
Dennis

*Dennis Brewer*

Chief Executive Officer

Direct: 201-669-4933

Office: 800-956-9883

<http://www.sheldonbeef.com>

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---

**From:** Tyler Brewer <[REDACTED]>  
**Sent:** Monday, April 26, 2021 12:54 PM  
**To:** DENNIS BREWER <[REDACTED]>  
**Cc:** Karen Waters <[REDACTED]> Machel Landreth <[REDACTED]>  
**Subject:** Re: Crowd Cow Wants to Learn More

Hey Dennis,

That is a pretty sweet full name, I think he has our last name beat haha.

I have created a folder for your farm and have sent it to the Category Manager for review. Please give them some time to review since we are a small team.

If they have any questions they will reach out.

Thanks and have a great rest of your day!

**Tyler Brewer**  
**Assistant Category Manager**  
**814 2nd Ave #415**  
**Seattle, WA 98104**  
[www.crowdcow.com](http://www.crowdcow.com)



On Mon, Apr 26, 2021 at 9:42 AM DENNIS BREWER <[REDACTED]> wrote:

Tyler – Thanks! I must say my favorite name is that of a Montana state extension agent – Dennis Cash – but to each his own 😊

Producer profile attached. Our pasture raised grainfed organic pork products will be available in December. Just in time to meet the likely pork shortage in California to result from conventional producers fighting their way to the US Supreme Court (where they are likely to lose one last time) instead of complying with the 2018 voter-imposed animal welfare requirements of Prop 12.

Thanks for the opportunity.

Regards,

Dennis

*Dennis Brewer*

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---

**From:** Tyler Brewer <[REDACTED]>  
**Sent:** Monday, April 26, 2021 12:12 PM  
**To:** DENNIS BREWER <[REDACTED]>  
**Subject:** Re: Crowd Cow Wants to Learn More

Dennis,

Sounds like a plan!

Also, I'm a fan of the last name!

Thanks

**Tyler Brewer**  
**Assistant Category Manager**  
**814 2nd Ave #415**  
**Seattle, WA 98104**  
[www.crowdcow.com](http://www.crowdcow.com)



On Mon, Apr 26, 2021 at 8:38 AM DENNIS BREWER <[REDACTED]> wrote:

Thanks for the opprounity, Tyler. We will respond promptly.

Regards,

Dennis

*Dennis Brewer*

Chief Executive Officer

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---

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

**Sent:** Monday, April 26, 2021 11:21 AM

**To:** DENNIS BREWER <[REDACTED]>

**Cc:** Karen Waters <[REDACTED]> Machelle Landreth <[REDACTED]>

**Subject:** Crowd Cow Wants to Learn More

Hey,

My name is Tyler and I'm the Assistant Category Managers over here at Crowd Cow.

Thanks for sharing a little bit about your operation.

I have attached a producer profile. Please fill out and send back to me when you can. The producer profile is important to our selection process and any profile with missing information will be disregarded as incomplete. The appropriate Category Manager will review and get back to you on the next steps if they are interested. Please fill the profile out that fits best with your protein.

While we'd love to say yes to every opportunity that comes our way, we're a small team so if you don't hear back it may not be the best time for us for this particular opportunity. We will keep your information on file to consider your company for future opportunities.

Please send any other info you like as well. Examples would be spec sheets, product images and pricing information on products available.

Thanks

**Tyler Brewer**

**Assistant Category Manager**

**814 2nd Ave #415**

**Seattle, WA 98104**

[www.crowdcow.com](http://www.crowdcow.com)



## DENNIS BREWER

---

**From:** DENNIS BREWER  
**Sent:** Monday, April 26, 2021 7:42 AM  
**To:** Zimmerman, Will  
**Subject:** RE: ORGANIC grainfed pork

Thanks, Will. Was not sure who it was. I appreciate you forwarding this!

Have a great day.

Regards,  
Dennis

*Dennis Brewer*

Chief Executive Officer

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---

**From:** Zimmerman, Will <[REDACTED]>  
**Sent:** Monday, April 26, 2021 7:38 AM  
**To:** DENNIS BREWER <[REDACTED]>  
**Subject:** RE: ORGANIC grainfed pork

Morning, I manage beef for Kroger. I have forwarded to the appropriate commodity manager.

*-Will*

**Will Zimmerman**  
**Beef Commodity Manager**

[REDACTED]  
513-762-1481

Kroger Company

1014 Vine St. Cincinnati, OH 45202



**From:** DENNIS BREWER <[REDACTED]>  
**Sent:** Monday, April 26, 2021 7:36 AM  
**To:** Zimmerman, Will <[REDACTED]>  
**Subject:** ORGANIC grainfed pork

**[EXTERNAL EMAIL]:** Do not click links or open attachments unless you recognize the sender and know the content is safe.

Will – We will have 25,000 pounds per week of **case ready pasture raised organic grainfed pork** available for a suitable Kroger banner beginning in December 2021. Grown and finished on California pastures, these slaughter pigs comply with the California Proposition 12 farrowing and growing requirements effective beginning January 2022. Our 1,488 acre organic hog ranch is located east of I-5, about 18 miles south of the Oregon border. We grow and finish every week year round. The processing plant is Olson Meat Company, Orland, CA (USDA M21799). Finish cutting and vacuum packaging is by Sonoma County Meat Company, Santa Rosa, CA (USDA M45553).

The taste profile of grainfed organic pork is identical to the conventional product, so customers will prize the organic attributes and it will taste exactly as they expect and desire. We can arrange for any cuts you do not want to display to be made into sausage. Sausage prices will depend upon the specific type of sausage and packaging required (see attached list for sausage flavor options). It would also be possible to provide these grainfed organic pork products in 20 pound frozen assortments if desired.

Our wholesale organic grainfed pork prices for Kroger are set at 14% over current average wholesale grassfed pasture raised natural pork prices reported by USDA (recent report attached). Current case ready delivered prices for Northern California are shown below. When accepting the entire lot, add 10 cents per pound for delivery to Southern California, 25 cents per pound for delivery to the Pacific Northwest. We can arrange twice weekly delivery of 12,500 pound lots if desired.

Once you determine product movement is acceptable, we are able to ramp production dedicated to the appropriate Albertsons banner(s) as much as eight-fold within 6-9 months.

Please let me know your interest and next steps.

Regards,  
Dennis

*Dennis Brewer*

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## DENNIS BREWER

---

**From:** DENNIS BREWER  
**Sent:** Monday, April 26, 2021 8:39 AM  
**To:** Mike Asleson  
**Subject:** Customer Feedback

Mike – we received customer feedback from our China client on the case ready beef prices. The target prices I provided them (and you) were “skyrocket high” according to the customer. So, it is likely your prices will not be considered responsive either given that feedback. Thanks for your work on this.

All the best.

Regards,  
Dennis

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## DENNIS BREWER

---

**From:** DENNIS BREWER  
**Sent:** Monday, April 26, 2021 7:01 AM  
**To:** Cinderella Liao  
**Subject:** RE: New Offices In Foshan and Shanghai

Cinderella – Thanks for your feedback. The source is in Argentina. May I know what your target prices are?

All the best.

Regards,  
Dennis

*Dennis Brewer*

Chief Executive Officer

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---

**From:** Cinderella Liao <[REDACTED]>  
**Sent:** Monday, April 26, 2021 5:10 AM  
**To:** DENNIS BREWER <[REDACTED]>  
**Subject:** RE: New Offices In Foshan and Shanghai

Hi Dennis,

Thanks for the presentation, may I know which country are they came from?

The price is sky rocket high, I'm afraid it's not suitable for our supermarket. Thanks

Best Regards,  
Cinderella

---

**From:** DENNIS BREWER <[REDACTED]>  
**Sent:** 2021年4月22日 22:09  
**To:** Cinderella Liao <[REDACTED]>  
**Subject:** EXT: RE: New Offices In Foshan and Shanghai

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*

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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

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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 import 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

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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

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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  
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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

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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

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 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,



**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

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**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*

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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

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**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

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## DENNIS BREWER

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**From:** DENNIS BREWER  
**Sent:** Tuesday, April 27, 2021 4:43 PM  
**To:** [REDACTED]  
**Subject:** Pig Trailers

Good day – can your pig transporters currently be used on North American roads?

We are very interested in long range transport (around 2500 – 3000 km) of pigs weighing approximately 18 kg. We can operate your 14.3 meter semi-trailer on all roads if it is qualified for use in the USA. Our normal gross weight limit for tractor, trailer, and payload is 36,287 kg (80,000 pounds). The tractor we would typically use weighs 9,500 kg fully fueled. We travel through 2 mountain ranges on this trip from the middle of the USA to California, so outdoor temperatures can vary from 7 C to 35 C in summer and -30 to 7 C in winter. How would you suggest we equip this trailer to be fully self-sufficient in all weather conditions? How many decks can we use in our trailers?

Finally, if this trailer is suitable for our use, what is the cost delivered to a port in the eastern US, such as New York or Virginia?

Thank you.

Regards,  
Dennis

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## DENNIS BREWER

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**From:** DENNIS BREWER  
**Sent:** Wednesday, April 28, 2021 10:18 AM  
**To:** Abt Trading  
**Subject:** RE: Beef Cuts- Argentina

Thanks, Walter. On it, will respond asap.

Regards,  
Dennis

*Dennis Brewer*

Chief Executive Officer

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**From:** Abt Trading <[REDACTED]>  
**Sent:** Wednesday, April 28, 2021 9:51 AM  
**To:** DENNIS BREWER <[REDACTED]> abtgroup <[REDACTED]>  
**Subject:** Re: Beef Cuts- Argentina

hello Dennis  
got this inquiry from a known trader in Europe

1. BonelessBeefShank
2. FrozenBonelessBeefHindquarter
3. FrozenBonelessBeefForequarter
4. FrozenBonelessBeefShin
5. FrozenBonelessBeefPlateFlankenandROSE
6. FrozenBonelessBeefHeelMusclewithGoldenCoin
7. FrozenBonelessBeefTrimming

one container for trial each part for trial

Depends on price

👉hello Dennis

need best prices from any plant in Argentina/Uruguay/Brazil authorized for China  
please add usd 100 per ton for us to cover my contacts  
Send complete offer please cif China

best regards  
Walter  
Abt Trading Inc  
Miami

Sent from my iPhone

On Apr 27, 2021, at 1:59 PM, DENNIS BREWER <[REDACTED]> wrote:

Product: Beef cuts - 23/24 cuts primal /subprimal - full quarters ( tenderloin, striploin, rump, topside cap on, flat, rump tail, eyeround, heel muscle, knuckle, shank, cube roll, brisket, shin, chuck, chuck tender, shoulder clod, oyster blade, neck, cube roll cover, flank, thin flank, rib fingers, thin skirt)  
Enclosed you can find pictures of the cuts just for your reference; disregard the dates on the labels as the labels are only to show the details, wording and instructions. This is a file for reference; at the end of the file you can find the percentage of mix of cuts per container.  
Origin : Argentina - certificate CIQ China  
Production: Fresh / May 2021  
Price: US\$ 5,945.00 ton CIF main ports in China  
Quantity: today's quantity is 10 x 40reefer / 27 tons x container ( note this offer is for May production launched for sale as from today)  
Shipment: as from first week of May for the quantity available  
Offer validity : while production available

Regards,  
Dennis

*Dennis Brewer*

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<image001.png>

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<CORTES COMPENSADOS Argentina 210427.pdf>

## DENNIS BREWER

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**From:** DENNIS BREWER  
**Sent:** Wednesday, April 28, 2021 4:07 PM  
**To:** [REDACTED]  
**Subject:** FW: 48 foot Cal legal Pig Trailer

Thanks, Angie. I appreciate your prompt response. Good luck to Doug in his retirement. You might want to take his email off your website. Anyway, both emails are shown below. They do not require an instant response despite the fact I live near New York City and am impatient by proximity 😊.

Happy to hear from you or others there when you can get to it.

Regards,  
Dennis

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**From:** DENNIS BREWER  
**Sent:** Wednesday, April 28, 2021 8:37 AM  
**To:** [REDACTED]  
**Subject:** FW: 48 foot Cal legal Pig Trailer

Good day – Sunday I requested a quote for a 3 deck pig trailer (see below). I would also like to know what you would charge to bring a load of 40 pound (17 kg) pigs (600-650 head) from the Omaha, Nebraska area to Montague, California. We will be needing the trailer and/or transport services starting in September. Our initial requirement is one load every three weeks through the end of the year. It will likely increase thereafter.

Thanks in advance for responding to my inquiries.

Regards,  
Dennis



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**From:** DENNIS BREWER

**Sent:** Sunday, April 25, 2021 1:59 PM

**To:** [REDACTED]

**Subject:** 48 foot Cal legal Pig Trailer

Good day - Looking for lead time and price information on the following custom design:

48 foot Cal legal, 3 decks, to haul 40 pound pigs in climate controlled environment from Midwest via I-80 to northern California, crossing 2 mountain ranges, year round. Winter temperatures range to -20F, summer temps to 95F, and is likely to vary widely over each 1,800 mile through trip using team drivers. Requires cooled/heated air through ventilation system, ready availability of stock water using nipple system plumbed throughout the trailer.

You are the experts so I am sure you can provide comprehensive specs with your quote.

Thanks.

Regards,  
Dennis

*Dennis Brewer*

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