

*“These options sound very good. The 8 meal pricing plan is fair.
Let’s plan to start right away.”*

Recently hospitalized with heart trouble, this 40-something single man with nut allergy finds low-sodium, heart healthy meal options with Meals By Marc.

Monday, March 23, 2009

Dear Personal Physician,

I’m not a doctor, but I do see a medically-related trend you may already be aware of; and a potential solution for you and your patient.

Let me explain...

During the past 6 months I have tracked an increase in medically directed dining as a driver behind the orders I am taking. That is to say that 1 out of every 5 inquiries focuses on personalized weekly meal plans necessary due to a medical condition or to meet a physician’s requirement.

Your patients, my customers, were raised on fast food, and high sugar, high calorie, high fat snacks and they are reading magazines and searching the internet for fast, healthy meal solutions to assist with medically appropriate life-style changes.

If you’re anything like my doctor, it drives you absolutely crazy to see your patients walk in the door with health issues you know can be minimized, and even prevented, if they would just heed your simple advice: “get a little exercise and eat right”.

It has to be frustrating, for you.

Patients used to come to you for health and wellness advice.

Tell me if this sounds like your typical patient today-- no time and no wherewithal to manage a course of non-pill related preventative or post treatment medically advised planning and treatment-- sometimes even when it’s life-threatening.

Today, patients schedule appointments to get the fastest solution to their problem; to get a prescription for the pill he saw on TV that will... lower his cholesterol; control her sodium level; decrease her appetite; increase his “performance”; allow her to sleep better.

Still, the reasons for not following sound advice haven’t changed much over the years. I’ll bet patients were giving these very same excuses to doctors fifty years ago.

- “There are only so many hours in day.”
- “I’m juggling work, home and the kids.”
- “Who has time to cook?”
- “Why bother cooking? With everyone’s schedule, pizza or peanut butter and jelly sandwiches are all I can manage and all my kids will eat.”
- “We don’t sit down to eat. We eat on the run.”
- “I wouldn’t know how or where to start.”

You’re in a unique position to give your patient an easy solution.

You can save your patient the headache of searching for a way to manage their eating habits and diet by pointing him to a personalized meal plan service that accommodates his needs and lifestyle-- complementing the healthcare service you provide.

Allow me to introduce myself.

My name is Marc Sessler and I am the owner of Meals By Marc and Marc’s Gourmet Café. I am also the Chef.

Throughout my years working for Kraft Food and being a consultant for companies like Starbucks, Dannon, Ocean Spray and Campbell Soup, I recognized a growing trend and overwhelming need for in-home dining options. And I decided to do something about it.

Why? Three reasons.

Like you, I wanted to be my own boss and help people. And because I wanted to get back to my first love and passion- consistently preparing and delivering convenient, healthy great-tasting food for good people at affordable prices.

You see, I graduated from the School of Restaurant and Hotel Management at R.I.T., attended the world-famous Culinary Institute of America; worked the fine kitchen of the Grand Summit Hotel, New Jersey; interned at Disney World, Orlando; served as the Executive Chef at the Three Mountain Lodge, Smugglers Notch Resort, Vermont and was the Food Service Director at Goldman Sachs in NYC.

So, in addition to knowing how to prepare a meal, I know a little something about market research and numbers. And...

Your patients are finding that a personal chef can meet their medically directed dietary requirements and eat healthy without sacrificing taste.

Let me tell you a story about “Dan”.

Dan just got out of the hospital following a successful medical procedure. He has his prescription medication, promises to follow the prescribed simple daily exercise program and is well enough to go back to work. However, the thing that really concerns Dan is the part of his regimen that requires he change his diet and eating habits.

You see, the problem is that Dan works pretty hard, has a 45-minute commute each way and knows nothing about food or cooking. He does know that the store-bought frozen dinners, pizza discount coupons and bag of chips in the kitchen pantry just won't cut it.

And he's afraid.

A friend told Dan about an article in the local paper he read recently about personal chef services. So Dan fires up his laptop and Googles “personal chef”. His search brings up the American Personal and Private Chef Association (APPCA) website:
<http://www.personalchef.com/>.

Dan does a search on the site for “New Jersey” and comes up with a few options. But he notices that Meals By Marc is listed in every county in New Jersey except for Salem, Camden and Cape May.

He also sees that Meals By Marc is one of the few personal chef services proud to display the link to the Personal Chef Code of Ethics.

Wondering what a chef's code of ethics looks like; Dan clicks on the Ethics link and reads the 9 Articles of the Personal Chef Code of Ethics including:

Article 3

I will maintain the highest level of professionalism and decorum in any and all communications with others, giving thoughtful regard to the good name and dignity of the Personal Chef industry.

Article 4

I will respect the privacy of my Clients, holding any personal information as confidential unless granted permission to do otherwise.

Article 5

I will maintain the highest regard and care for my Client's property and security, and will not engage in any activity that affects that property without my Client's consent.

Article 6

I will use my experience and knowledge to select appropriate ingredients to create meals that consistently meet or exceed my Clients' expectations.

Dan likes what he sees so he visits www.mealsbymarc.com to learn more about how personal chef services could help him and more about Meals By Marc.

He reads about Marc's philosophy about food and learns that Marc is a certified member of ServSafe, <http://www.servsafe.com/index.aspx>, a program developed to train personal and private chefs to meet the growing food safety needs in today's world.

The ServSafe Food Protection Manager Certification is **accredited** by the American National Standards Institute (ANSI)-Conference for Food Protection (CFP).

Dan clicks over to the FAQ page, <http://www.mealsbymarc.com/how/faq>, and learns that Meals By Marc meals are personalized and his customers sound exactly like Dan:

1. Busy families where late afternoons or early evenings are spent shuttling kids back and forth to extracurricular activities. They've precious little time to prepare a delicious, healthy meal.
2. Working couples and singles who want to eat well yet who don't have the time to devote to preparing the meals.
3. Post partum families and other post hospital clients who have a temporary need for my services.

Dan was surprised to learn how easy this is.

Even someone with his limited experience in a kitchen can have a hot, healthy meal every night without the mess of cooking and the hassle of cleaning up afterwards.

- All meals are prepared in Meals By Marc commercial kitchen in Edison, NJ.
- Meals are prepared and packaged however you would like.
- Meals can be picked up or delivered to your home.
- Meals are typically delivered within a few days of agreeing on the menu.
- Entrées stored for you in our freezer should be defrosted overnight in your refrigerator; then heated to enjoy at the peak of their flavor.
- As part as our initial conversation, I will assess how much room you have available in your refrigerator and freezer.
- Easy-to-follow heating instructions are left for each entrée.
- Meals By Marc supplies all the containers ensuring everything is packaged for the best possible quality of your food.

But what really gets Dan's attention are the menu options.

Dan never imagined he could eat healthy food that looked this good at home, on his schedule, and on his budget while adhering to the diet his doctor recommended.

<http://www.mealsbymarc.com/services/catering-services#Packages>

Dan picked up the phone and called me. He explained his situation and what he was looking for. The conversation was easy and I was happy to quickly e-mail Dan this proposed menu:

Date: Tue, 17 Feb 2009 12:57:00 -0500
From: marc@mealsbymarc.com
Subject: Proposed Personal Menu
To: dcustomer@gmail.com

Dan,

It was good speaking with you yesterday. Here is first stab at some menu choices. Let me know if I am headed in the right direction and we can finalize from there.

- **Mango Salsa Turkey Meat Loaf** – Organic chopped light and dark turkey meat blended with our signature mango/peach salsa and baked until golden brown.
- **Chicken Castelli** – Organic boneless chicken breast lightly floured then sautéed in white wine, sun dried tomatoes, artichokes and black olives
- **Honey Mustard Salmon** – Fresh salmon filet marinated in a honey/mustard sauce then baked
- **Seared Ahi Tuna** – Sushi grade tuna steak marinated in a tangy teriyaki sauce then seared on the grill and topped with sun-dried tomatoes. (inside pink to red)
- **Apricot Glazed Chicken** – Organic chicken (on bone) glazed with our signature apricot peach glaze then oven roasted.
- **Grilled turkey Cutlets** – Fresh organic turkey breast cutlet marinated in our house made balsamic marinade and grilled.

Side dishes include roasted vegetables, sautéed broccoli & cauliflower medley, sautéed fresh green beans, roasted asparagus, brown rice pilaf, oven roasted baby red potatoes, and baked sweet potatoes.

As discussed, we could arrange to freeze some of the food to ensure the quality and enjoyment.

Use this as a starting point. I have many other ideas so if you don't see something or have questions please feel free to contact me and we can continue to work this. Keep in mind if you are going to be ordering every week or every other week there will be many opportunities to cycle in different menu ideas.

I look forward to hearing from you soon and thanks for contacting me. I hope we can do business.

Dan asked, and I was happy to include a few simpler, “comfort food” items for lunches.

In fact, one of the best selling menu items is the juiciest turkey burger you will ever taste.

He quickly agreed on an 8 meal package to start- four days of lunches and dinners.

Dan’s been a regular customer since our first delivery and is doing very well.

You are in a unique position...

As I explained earlier, I have seen a trend where 1 in 5 new personal chef meal plan inquiries are coming from people who are medically directed to do something positive about their diet.

These people are finding Meals By Marc on the internet and almost always result in an agreement to provide meals for at least 2 weeks.

So, the way Dan found me is pretty typical and second only to referral... You know, Dan tells Janet and Mike about the personal chef service and they give me a call.

But not everyone is as savvy as Dan.

Not everyone with this kind of need knows how to find the kind of help I provide- medically directed meal plans and collaboration with registered nutritionists when needed.

And they are leaving your office knowing they are supposed to do something about their diet and eating habits, but not knowing exactly what or how to start.

So, it occurs to me that you are in a unique position.

You can do more than tell your patient to eat right. You can save your patient the headache of searching for a way to manage their eating habits and diet by pointing your patient to a personalized meal plan service that accommodates their needs and complements the healthcare service you provide.

And I am in a unique position with proven experience accommodating those special dietary needs.

Meals By Marc provides a solution for the mealtime challenged. We provide people without time or know-how convenient, healthy meals to fit their lifestyle.

Your patient and their family will benefit from:

- Custom packaged meals, made to order
- Personalized weekly and Monthly meal plans for singles and families
 - Vegetarian meal plans
 - Low sodium meal plans
 - High protein meal plans
 - Kosher meal plans
- Medically directed meal plans
- Collaboration with registered nutritionists

We use only the finest ingredients:

- We use organic meat whenever possible
- All our meats are glatt kosher
- We are NJ State Certified
- We are SafeServ Certified
- We are a member of the American Personal and Private Chef Association
- We are under the kosher supervision of Rabbi Bernhard Rosenberg

Don't take my word for it. Really.

Of course, you shouldn't just take my word for it. You would be crazy to suggest any service to your patients unless you had personal experience to draw upon.

Therefore, I want to propose a way you can get to know Meals By Marc first hand and feel confident in your ability to make a recommendation without tarnishing your reputation.

Try our meals for yourself and save 10% off the menu pricing.

Have your office staff look at our lunch menu online at <http://www.mealsbymarc.com/services/catering-services#Packages> and let's do lunch.

Order a la carte or an office luncheon and save 10% off the regular menu pricing.

Here's what just a few of our regular customers have to say:

We had been ordering lunch for our entire office from pizzerias or restaurants close to our office building until Marc stopped by and gave us his menus and I decided to try it. The surgery center staff was getting tired of eating the same food every week. Marc customizes dishes according to our budget and always comes up with delicious and healthy menus for us. Our staff loves it!

-Mara, Office Manager, Middlesex Surgery Center

We threw a party at our pharmacy to celebrate our PCAB Accreditation and to thank our loyal practitioners. Our goal was to impress our most important clients. Our challenge was to convert our customer service area and break room into a banquet hall with the only means of heating food being a microwave. Marc and his staff arrived shortly before the party and set to the task and set up an elegant banquet of delicious foods including hot hors d'oeuvres, pasta to order, sumptuous desserts and more. The service staff was professional and friendly. Thanks for helping us put on a great event.

-Shara Rudner, RP, President, Belvidere Pharmacy

We were so impressed with your professionalism and your attention to detail. The menu you chose for Luis' 40th birthday dinner party reflected the traditional meal that we wanted and yet added some flair and interest. You were so well prepared and your server, Margaret, was friendly and professional as well. You used the finest ingredients and you are an excellent chef - everything was delicious! When the party was over we had some tasty leftovers in our fridge and our kitchen was immaculate. We had the comfort and ease of being at home and the experience of a five star restaurant. We will definitely recommend you to our family and friends! We hope to see you again for our next occasion.

-Luis & Kristina Diaz

You'll see for yourself why Meals By Marc has been seen in:

- The New Jersey Star Ledger NJ Sophisticate,
- The Metuchen-Edison Sentinel,
- The Suburban News,
- The Jewish State and
- The New Jersey Jewish News.

Don't give your patient something else to worry about. Give him an easy way to do something about it.

You know better than most that people are too stressed out as it is. And if you are talking to your patient about modifying his eating habits, he is going to have one more thing to stress out about.

Picture telling your patient he needs to do something about his eating habits and that you can make it painless, easy, healthy and tasty.

Imagine being able to tell her what she needs to do and then handing her a postcard sized “prescription” with medically directed instructions on the back... On the front is a place they can call to order meals at a special discount you negotiated just for them.

Would your patient be more likely to follow a medically directed meal plan at a 10% discount?

That’s right. I’m so certain you’ll be satisfied with the lunch your office orders; and so positive your patients will be absolutely thrilled you directed them to Meals By Marc that I’m going to commit to a 10% discount incentive on all first time patient orders accompanied by the promo we’ll drop off at your office with the lunch you order.

Whether your patient orders for a night, a week, or a month, he will receive a 10% discount on the first order.

That can add up to \$100.00 savings off regular menu pricing.

What do you think your patient would do if you told them they needed to go on a medically directed diet and that you could guarantee an easy, healthy, great-tasting dinner on the table every night...

A personalized meal, made to order, ready to heat and serve at a moments notice... and a 10% discount with first time orders.

I am really looking forward to hearing from you. Call me today on my personal phone line, (732) 548- 4975, to discuss menu options for your office and your patients; to review pricing; or to ask any questions.

And please take advantage of your 10% discount and Free delivery on your office lunch... This introductory offer won’t last forever.



Very best regards,

Marc Sessler

Marc Sessler
Chef/Owner
www.mealsbymarc.com
(732) 548- 4975

Located inside the Community Campus at 1775 Oak Tree Road, Edison, NJ 08820
Meals By Marc and Marc's Gourmet Café
732-494-3232 ext. 607

Inside:

Local business research reveals medically-related trend and what it means for your patients and to you as a physician.

First Class
Postage

Dr. P. Physician, General Medicine
123 Main Street, Suite 2715
Edison, New Jersey 08820

Mealtime Challenged?

(732) 548- 4975

- No time to make dinner?
 - Special dietary needs?
 - Medically directed meal plan requirement?
- No worries.**
- Custom packaged meals, made to order
 - Medically directed meal plans
 - Personalized weekly and Monthly meal plans
 - Vegetarian meal plans
 - Low sodium meal plans
 - High protein meal plans
 - Kosher meal plans
 - Collaboration with registered nutritionists
 - Home Delivery Available

We use only the finest ingredients:

- We use organic meat whenever possible
- All our meats are glatt kosher
- We are NJ State Certified
- We are SafeServ Certified
- We are a member of the American Personal and Private Chef Association
- We are under the kosher supervision of Rabbi Bernhard Rosenberg

10% off with this Card

Promotional Code: DRMDM01

Physician's Notes:

Doctor: _____

Office Location: _____