

EXHIBIT 27

From: Connie Evers <eversc@teleport.com>
To: Richards, Cathy <Cathy.Richards@interiorhealth.ca>
Sent: 3/8/2011 12:13:45 PM
Subject: Re: nutella

Hi Cathy,

I appreciate your comments and I think that you present some valid points.

My initial reaction was similar to yours but upon further reflection, I signed on to consult with the company. As my career has progressed, I have come to realize that it is better to work with the food industry and advise them, as opposed to not lending the input of a registered dietitian. Nutella and many other foods are here to stay, whether dietitians approve or not.

My goals in working with Nutella are to promote the concept of children eating breakfast, the consumption of more whole grains, and finally, to exercise portion control. Far too many kids in the US still skip breakfast and fewer than 1 in 20 eat enough servings of whole grains (3 daily). And of course, we know that Americans do not have a good concept of portion size.

Nutella is a well-loved and delicious product throughout the world. If you look at our messaging, we never say that Nutella itself is nutritious or healthy. Instead, it is a vehicle for getting kids to eat the whole grain version of foods such as bread, waffles, mini-bagels, English muffins, etc. I like to compare it to using a small amount of Ranch dip as a way to get kids to eat fresh vegetables. Market research and consumer surveys consistently rank **TASTE** as the number one reason people make food choices.

Nutella is isocaloric to peanut butter and often, peanut butter is paired with jelly or jam. Nutella is already sweet, as you know, so there is certainly no need to add jam or jelly.

I think that my input has been helpful and again, in all my work representing the company, I really emphasize using a small amount. I use Nutella with my family and a little goes a long way. Because of complicated labeling regulations, the US portion size is very large (37 grams or 2 tablespoons). In most countries, the serving size is in the 15-25 gram range. I usually use about 1.5 tsp (9.25 grams) on a piece of toast (yes, I measured it) which is about 50 calories, calorically similar to butter.

Again, I appreciate your comments and perspective. I hope this helps to answer your questions.

Best regards,
Connie

P.S. Did you know that Nutella has dietitians working in many of their respective markets/countries? I know that Canada has their own dietitian as well as the UK and Australia. I am the first U.S. dietitian to work with the company.

Connie Evers, MS, RD, LD
Registered Dietitian
Consultant/Author/Speaker
Twitter: @nutritionkids
<http://nutritionforkids.com>

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

From: Richards, Cathy
To: 'info@nutritionforkids.com'
Sent: Tuesday, March 08, 2011 11:24 AM
Subject: nutella

Hi Connie,

I was disappointed to see you are a spokesperson for Nutella.

The first two ingredients are sugar and palm oil, and a 1 Tablespoon serving has about 10 g of sugar, or 2 ½ teaspoons!

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Your comments on the Nutella page compare the sugar content to jams/jellies, and then you compare the sodium content to nut butters.

Nutella obviously markets itself as a nut spread. I think all comparisons should therefore be made to other nut spreads.

Instead of Nutella, I use a wonderful Almond Hazelnut spread (no other ingredients) that tastes very similar to Nutella, with none of the added sugar. http://well.ca/products/nuts-to-you-almond-hazelnut-butter_24789.html .

I understand the concept of getting kids to enjoy breakfast. I think though that there are multiple different solutions than adding 2 ½ teaspoons of sugar to a food that tastes great without it. Far better to sprinkle a teaspoon of sugar on top of your peanut butter than to convince people that Nutella is a nutritious product.

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Cathy Richards, BHE, RD

Community Nutritionist

Interior Health

cathy.richards@interiorhealth.ca

ph: 250-980-5049, fax -5060

#200-1835 Gordon Dr, Capri 2nd Floor, Kelowna, BC V1Y 3H5

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For healthy eating information go to www.interiorhealth.ca/healthy_eating.aspx

or call HealthLink BC at 8-1-1 and ask for a Registered Dietitian

"While better use of feet and forks may be a matter of personal responsibility...much of the most crucial defense of the human body resides with the body politic." Dr. David Katz, <http://www.davidkatzmd.com/articles.aspx>, May 14, 2010

Eat food. Not too much. Mostly plants. *Michael Pollan, author, The Omnivore's Dilemma*

"...we live in an environment where...it's set up to make the default unhealthy eating. That has to change." Marion Nestle, www.foodpolitics.org

'If you try to prove that one sandbag can hold back the flood you will always fail. Many sandbags, working together, are needed.'¹ (paraphrasing Dr. David Katz on strategies to deal with the obesity epidemic: <http://www.davidkatzmd.com/admin/archives/phinding%20health.Katz.2-4-11.doc>)

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