

April 10, 2006

Dear 2006 Product Award Finalist:

Congratulations on being named a finalist in Part 1 of the **34th Annual NASFT Product Awards** competition. The next step in the Finalist process happens at the **Spring Fancy Food Show at McCormick Place in Chicago, May 7 - 9, 2006**. In an effort to promote the 2006 Finalists, the NASFT has created a specially designed display area at the entrance to the show floor that will feature all 89 Finalist products. This display will have significant impact - the 2006 Product Award Finalists will be the first products show attendees see!

The initial round of Part 1 of the 34th annual Product Awards Competition took place at the NASFT offices in New York City. Seven specialty food retailers - Jamie Brent, Wild Oats Market, Boulder, CO; Ken Blanchette, Fresh Direct, Long Island City, NY; Maren Ammerman, West Point Market, Akron, OH; Sam Mogannam, Bi-Rite Market, San Francisco; Emilio Mignucci, Di Bruno Bros., Philadelphia; and Chuck and Pam Richards, Reid's Fine Foods, Charlotte, NC - analyzed and/or tasted 2,800 specialty food items from more than 1,342 total entries in 19 categories.

And the Finalists of Part 1 of the Product Awards Competition are ...

**Outstanding Beverage**

Crystal Food Imports Corporation: Organic Grape Juice

**Dufflet Small Indulgences: Luxury Hot Chocolate**

Ineeka Inc.: Tréleela Spearmint Lavender/Charm

Schokinag Chocolate: Extreme Dark Drinking Chocolate

**Outstanding Confection**

Béquet Confections: Béquet Gourmet Celtic Sea Salt Caramels

**Dufflet Small Indulgences: Crunchy Caramel Coated Pistachios Enrobed in Pure Milk Chocolate**

Fusion Gourmet, Inc.: Bali's Best Coffee Candies - Coffee Flavor

Miguel & Valentino: Rabitos Royale Bombón de Bigo Fig Bonbon

