



Dear Parents and Teachers,

At Red Toe, providing high-quality beverages that taste great is our goal. We are always conscious of health concerns and it shows in our products. We carefully craft Red Toe to insure that what should be in is **IN**, and what should be out is **OUT**.

What's in:

Real fruit juice,
100% RDA Vitamin C,
Natural Flavors, and
Added Electrolytes (Calcium, Potassium, Magnesium).

What's out:

High-Fructose corn syrup,
Added sugar,
Caffeine and Sodium,
Preservatives..

In 2006, Red Toe received an exemption letter from the USDA and was added to the list of products that may be sold in school cafeterias.

With our concern for insuring the beverage options provided to students in schools are healthy ones, Red Toe is proud to support the new school beverage guidelines initiated by the alliance for a Healthier Generation and the American Beverage Association. These new guidelines recommend a maximum of 10 calories per 8 ounce serving for any carbonated beverages sold in schools. With only 9 calories per serving: **All Red Toe products meet these guidelines.**

At Red Toe we recognize the battle against childhood obesity has become one of today's primary health issues, with the frontline in this battle often centering around what is provided to students in schools. Increasingly, the choice for school food service providers is one between giving students what they want (great taste), and what they need (nutrition). Red Toe bridges that gap.

Please contact me personally with any questions or comments at (404) 906-2350 or .

Sincerely yours,

Jon Stallings

President