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NEWSLETTER



Continuing to pass audits with flying colours!

Recently we had NSF International conduct an NSF Supplier Assurance - Distribution Audit. The audit evaluates the adequacy of documentation, compliance to documented procedures, effectiveness of procedures to control the process within defined limits and the ability to implement corrective and preventive action plans.

Specifically, this audit evaluates:

- Compliance to Regulatory Standards.
- Adherence to policies, procedures, and client specifications.
- The ability to successfully trace product movement and execute a product recall.

We are proud to say that we passed with flying colours the first time through! If you would like to learn more about other audits that we have passed or our list of certifications feel free to visit our website [\[here\]](#) or you can [\[contact us\]](#) and we will be happy to share them with you!



Mike's "Happy News" n' Lemonade

Our friends at Mike's Hard Lemonade have launched a "Happy News Cycle" with Washington Post where you can "opt out" of news that is deemed sad and instead be directed to a sub-site dedicated to happy news for a full 24 hour news cycle.

In an interview their Senior Vice President of Marketing had this to say, "**We wanted to connect more deeply, emotionally and culturally around this feeling of happiness,**" said Sanjiv Gajiwala.

This is a very interesting marketing strategy, while they are promoting their product they are also providing a service that is generally outside of their wheelhouse. We for one are keeping an eye and ear open to see how it is received! Our President, Stephen Peters, generally posts onto LinkedIn 3-4 times a week covering all types of news in the industry. If you want to keep track of what we're looking out for we consolidate all of his posts on our website [\[here\]](#).



How are we doing & How can we do better?

As we have spoken of in previous newsletters all throughout 2019 we want to make sure that we are sharing as much of our journey as possible! But first we want to make sure that we are properly prepared before we launch off into the next batch of surprises. If you have been a client of ours for even so much as a week long

project we would love it if you could take 2-3 minutes out of your day to answer 10 quick and easy questions. We even set aside a section just for you to write ANY questions, comments, or concerns. We promise to respond to any and all concerns personally, help us help you!

Click [\[here\]](#) for the survey or click on the picture to get started!



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