

LINE

Comments From The MenuDirect Team



MenuDirect's Founders

Carl Randall, Chairman & CEO (left)
Lou Cooperhouse, President & COO (right)

Inaugural Issue by Carl & Lou

This is the inaugural issue of our newsletter called **MenuDirect Line**. The purpose is to communicate our vision, progress, and the many happenings at MenuDirect to our customers, shareholders, suppliers, partners, employees, and other interested parties.

It is our hope that we can all share in the success of our Company as we build it together. Members of the MenuDirect team will be contributing editors in each issue. Initially each issue will be published quarterly.

Happy Reading!

Inside

This Issue

- ADA Convention Introduction
- What's Behind Our Trademark?
- Our Business and Mission
- Team Member Salute
- Product Development Team
- Advisory Board
- Northeast Expansion
- New Products for 1997

MenuDirect Introduces Special Diet Products for Home Delivery At The ADA Convention

ADA Convention

MenuDirect Corporation introduced two lines of special diet products at the 79th American Dietetic Association Meeting & Convention held October 22-24, 1996 in San Antonio, Texas. The show provided an appropriate backdrop for the introduction of the Company's new line of *Gluten-Free* muffins, individual pizzas, and wraps and *Consistency Modified* breakfasts, cold entrees, hot entrees, and desserts. These items, including weekly meal pak assortments, will be available for shipment via overnight mail beginning this January.

Our Participation

MenuDirect's booth was designed to highlight our theme "Food To Fit Your Lifestyle." (see related story on page 3). A centerpiece backlit transparency of our trademark icon was flanked by large color photos of our new lines and a listing of new special diet products planned for 1997.

Mary-Dawn Wright, our Executive Chef (see page 2), as well as Lou and Carl demonstrated the products and told the MenuDirect story to many of the 10,000 registered dietitians and industry personnel attending. Equally important, they began building MenuDirect's professional referral system and database for the Company's kickoff with consumers scheduled to begin in January, 1997.

Target Market

Gluten-Free

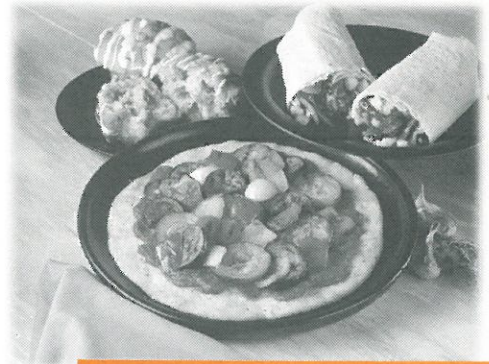
MenuDirect's research indicates that there are nearly one million people who have an intolerance to wheat gluten. Foods that most of us take for granted like breads, muffins, pizzas, pastas, and burritos are forbidden to celiac patients. While baking mixes and prepare-from-scratch products are available from some suppliers, fully prepared products are very hard to find. Getting great taste and texture is equally difficult.

MenuDirect's new line of gluten-free products consists of 6 muffin varieties, including blueberry and apple streusel; 7 individual pizza toppings featuring grilled vegetable and pesto chicken; and 8 hand held wraps with a host of tantalizing fillings, such as fajita, curry, and Thai.

Consistency Modified

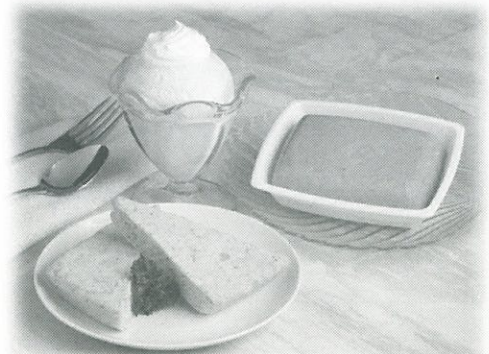
There are nearly one million people who have difficulty chewing and swallowing foods due to injury or chronic conditions. Quality, fully prepared foods that meet the requirements for puree, mechanically soft, dysphagia, and Alzheimer (finger food) diets have not generally been available for home use in the past.

continued on page 2



Gluten-Free

Fully Prepared Muffins, Individual Pizzas, and Wraps



Consistency Modified

Fully Prepared Breakfasts, Entrees & Desserts