

*The*  
  
**SCHMID ▼ WILSON**  
*Group, Inc.*

With great enthusiasm, we are extremely pleased to announce the latest addition to the Schmid Wilson Team. Chef Geert Piferoen, one of the most well respected chefs in our area, has decided to come on board as the Schmid Wilson corporate chef.

Chef Geert is a graduate of the Hotel & Restaurant Culinary School in Ypres, Belgium. His experience includes a career as the executive chef of the Embassy of Belgium, an operator/owner of a gastronomic restaurant, "Flanders," in Belgium, and most recently as the corporate executive chef for the Vulcan-Hart Corporation. As an owner/operator, Chef Geert received the "Red Toque" rating with a rating of 14/20, in the Gault et Millaut restaurant guide. Chef Geert is fluent in Dutch, French, English, and German.

We are very excited about Chef Geert joining our group. We think that you will find Chef Geert not only a great resource, but also an enjoyable person with which to associate. Chef Geert will have many responsibilities including, but not limited to the following:

\*Presentations at the SWG test kitchen, other test kitchens available to us, or at your customer's kitchen.

\*Assisting End Users in proper equipment selection, product innovation, menu development, and food safety.

\*Consultant visits

Chef Geert will be available as a tool for all of us and we welcome your ideas as to how to maximize his resourcefulness. We look forward to opening new doors, creating better solutions for our customers, and further developing our relationships with each facet of our industry.

We know Chef Geert will prove to be a tremendous asset, and one that all of us should be able to utilize. Please join us in welcoming him to our team and we look forward to mutual success.

Respectfully,

Rob Schmid

Pete Wilson

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