



December 8, 2011

To whom it may concern:

We hereby would like to share our experience with the project Go-To-Market, carried out along with the firm London Consulting Group over a 9 week period with the purpose of analyzing the market potential of the member countries of CARICOM (Caribbean Community).

As part of the project, the team performed a field investigation on 6 different islands over a period of 3 weeks, gathering relevant information through interviews and visits to more than 50 points of sale.

The most relevant results obtained were:

- Price analysis and value chain structure (margins) per country.
- Total market size per country, as well as their participation per channel.
- Scenario evaluation based on costs, sale prices and market size.

Based on the aforementioned, we highly recommend London Consulting as a company that is committed and has an excellent work methodology which allows them to achieve the project's set goals.

Sincerely,

Eric Gripentrog  
General Manager  
Kellogg Caribbean

**KELLOGG CARIBBEAN SERVICES CO., INC**