



March 10, 2020

To Whom It May Concern:

In March 2019, our organization contracted Xtend2 Limited to assist with a trade mission of Canadian food and beverage companies to Scotland and Ireland. The mission consisted of a market overview, B2B meetings and retail tours.

Xtend2 formed close links with our members which allowed them to rapidly understand each company's expectations which led to relevant, high quality business meetings as well as site visits to important food wholesalers.

The market overview that Xtend2 provided was very relevant and included examples of retailers and wholesalers as well as an overview of Brexit, CETA, labelling and certification requirements.

The retail tours that Xtend2 organized in both markets provided our members with a hands on opportunity to examine market entry and strategic opportunities, competitors as well as the structure of UK/ROI food and drink retailers.

Xtend2 provided a strong team who worked efficiently, reporting to us with regular updates and responded to our requirements rapidly and on-time. Xtend2 also provided an effective post-mission follow up for our members and submitted a final report to us.

We were satisfied with the services of Xtend2 Limited and would have no hesitation in contracting them again for future projects related to the UK/Republic of Ireland markets.

If you have any questions, please do not hesitate to contact me.

Sincerely,

Susan Powell
President & CEO

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