

# Example of Project Description

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## **Pasta Tonite Corporation, Inc. 4380 The Parkway Springfield, XX**

We are pleased to sign the Memorandum of Intent for Partnering with MyPyramid: The Corporate Challenge to Step Up and End Childhood Obesity. We at Pasta Tonite will launch a series of promotions and outreach efforts aimed at (1) helping our valued customers learn how Pasta Tonite fits in a balanced diet, and (2) helping introduce our product to new customers who might not previously considered our product as a meal solution in a balanced diet.

### **1. MyPyramid and Our Label: A Front-of-pack Presence**

We will put the Pyramid on the front of our frozen food packaging to indicate what serving percentage of the food groups the product satisfies. We will also link to our PastaTonite.com to show how a food gatekeeper can supplement or modify our meals to fit solidly within the Dietary Guidelines. In addition, this will link to MyPyramid Planner and to the MyPyramid Podcasts.

Start Date: 4/08

Release Date: 10/09

### **2. Three UPC Labels; Free MyPyramid Planner**

As an incentive, to any person who sends in three UPC codes from a Pasta Tonite product, we will send them a copy of MyPyramid Planner on CD along with a recipe book that shows how gatekeepers can tailor or modify a Pasta Tonite meal.

Start Date: 6/08

Release Date: 10/08

### **3. Add MyPyramid Posters and Podcast DVD with our *Learn to Cook*<sup>TM</sup> School Program.**

In the material we provide to teachers, we will be including MyPyramid Posters and a DVD of the MyPyramid Podcasts along with a lesson plan of how the 12 segments can be inserted in different parts of the curriculum.

Start Date: 5/08

Release Date: 9/08

### **4. Market Test Two New Products: Whole Grain Pasta Tonite and Double-Veggie Delight.**

Consistent with the Dietary Guidelines, we will concept test, develop, and market test two potentially new products: Whole Grain Pasta Tonite and Double-Veggie Delight.

Start Date: 7/08

Release Date: 1/10

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President and CEO, **Pasta Tonite Corporation, Inc.**