

Conducting a

SUPERFOODS

TASTING PARTY

created by Charles & Deanna Leslie

SUPERFOOD TASTING PARTY

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Invitation *(to be mailed two weeks before the party)*

Postcard Reminder *(to be mailed for guests to receive 3 days before the party)*

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You're Invited to our ...

Superfoods Tasting Party

You'll experience:

- ◆ quick and convenient,
high performance superfoods
- ◆ delicious, immune boosting smoothies
- ◆ energizing and scrumptious snacks
- ◆ AND a mouthwatering SURPRISE you won't want to miss!



Take an entertaining "rafting trip" journey through the body and see what's really going on inside of you. You'll also learn some exciting new research and what you can do to enhance the health of you and your family.

Saturday, February 5th
3:00 - 5:00 PM

Food Co-op Connection Bldg.

1200 Forest Street, Bellingham

Call Charles & Debbie Davis at 738-3154
for directions and to R.S.V.P.

P.S. Bring your friends and we'll all have a good time!
Please remember to R.S.V.P. so we can make sure to have enough samples for everyone.

SUPERFOODS TASTING PARTY CHECKLIST

Inviting

- _____ Purchase 33 and 20 cent Stamps
- _____ Purchase festive letterhead and envelopes from local office supply store to be used for the invitations
- _____ Mail personalized invitations
- _____ Mail personalized postcard reminders

Conducting

- _____ Ingredients to make all of the Recipes
- _____ Products for the Recipes (*Alpha, Omega, Acidophilus, Mazama Mix, Super Sprouts and Vanilla Smoothie Mix*)
- _____ Products for the Sample Snacks (*BG Bites, Anytime Chewables, and Square Meal Bars*)
- _____ Super Blue Green Order Guide
- _____ Cups & plates (*to serve smoothies & snacks*)
- _____ Copies of the Superfoods Tasting Party Questionnaire
- _____ Clipboards (*or something to write on*) & pens
- _____ Cell Tech Introduction video
- _____ SBG-TV January 1996
- _____ 2- 3 1/2 oz Tapioca Puddings (*We use the Kraft Handi-snacks variety*), one E-12 Enzyme and a spoon to stir
- _____ A donut and a carrot
- _____ (*optional*) Display of an assortment of ingredients contained in the Square Meal Bar (*parsley, kale, carrots, spinach, broccoli, almonds, dates, etc.*)
- _____ AFA Booklet, the Optimum Health Report, and other research findings

Tasting # 1 Super Sun Smoothie & Super Treat

Strawberry Vanilla Smoothie

- 2 C. nonfat milk or non dairy milk substitute
- 1/4 to 1/2 cup frozen strawberries
- 1 frozen or fresh banana (optional)
- 2 tsp. honey
- 1/2 tsp. cinnamon
- 1 tsp. vanilla
- 1 Scoop Super Sun Smoothie Powder

No-bake Peanut Butter Superfood Cookies

- 1/2 C Super Sun Smoothie Powder
- 1/2 C. peanut butter
- 3/4 C. unsweetened granola
- 1/2 C. maple syrup, or 3/4 tsp. Stevia
- 1/4 C. raisins
- 3/4 c. coconut flakes

Mix all but 1/4 c. coconut and shape into bite size balls.
Roll in 1/4 c. coconut and refrigerate.

Tasting # 2 IMMUNE BOOSTING SMOOTHIE & TREATS

Algae Smoothie

- 2 C. Apple Juice (or mix
2 C. water with 2 apples)
- 2 Tbls. oat bran
- 1/4 C. frozen blueberries (or any berry you choose)
- 1 frozen or fresh banana (optional)
- 2 capsules Alpha Sun
- 2 capsules Omega Sun
- 2 capsules Acidophilus

Raspberry BG Bites

SBG Anytime Chewables

Tasting # 3 SPROUTED FOODS SMOOTHIE & WHOLE FOOD BAR

Mazama Smoothie

- 2 C. nonfat milk or non dairy milk substitute
- 1 frozen banana
- 1-2 Tbls. Mazama Mix
- 1 Super Sprouts & Algae

Square Meal Bars

SUPERFOOD TASTING PARTY OUTLINE (1)

I. WELCOME & INTRODUCTION

1. Well, let's get started. I would like to welcome everyone to the Superfood Tasting Party. Thanks for coming to hear about our high energy, nutrient-rich fast foods and supplements made from wild, natural & organically grown foods ." This tasting party will include various superfood smoothies and other tasty fast food treats.
2. Introduction of Guests (*optional*)
3. Share Personal Health Improvement Story.
(*Example: Before taking the Cell Tech products, I was exhausted all the time that I would come home from work and flop down on the couch. Now, when I come home I have the energy to spend time with my kids and even take my dog for a walk in the evening.*).

II. SEASONAL SMOOTHIE

Well, you came to a Superfood Tasting Party so, I'd like you to taste our first smoothie and snack. Serve and identify Ingredients:

SMOOTHIE #1 Strawberry Vanilla Smoothie

SNACKS #1 Peanut Butter Balls

Note that the Super Sun Smoothie Powder is a high vegetable protein mix that has other benefits. (See spec sheet.) (The superfood in the smoothie mix is blue green algae.)

III. SUPERFOODS

(*Ask guests*) **What are superfoods?** Superfoods fuel the body. They are of extremely high value because they are the combination of enzymatically alive nutrient rich foods collected from the basic food chain which provide optimum nutrition for every cell of the body. These foods are often reduced to a powder form for your convenience, to be blended with liquids for easy and efficient consumption. Superfoods are called super because of their huge array of nutrients derived from all classifications, be it vitamins or antioxidants). Most superfoods come from or are grown in a mineral rich environment, contain medicinal properties and are highly usable by the body.

Why do we need superfoods? Aren't supplements good enough? What about fruits and vegetables don't they provide enough nutrients?

I'm going to show a 10 minute video that will attempt to answer these questions. It features one of the main superfoods in the Cell Tech product line, that's blue green algae.

(*Show the product portion of the Introduction Video starting where the narrator says, "Our diets have shifted in just one century..." and fruit is shown on the screen stop after the Alpha and Omega are explained. This video clip shows the depleted soils, toxins in our environment, that supplements aren't enough and gives some spectacular views of Upper Klamath Lake*)

SUPERFOOD TASTING PARTY OUTLINE (2)

The video mentioned that supplements aren't enough to get the vitamins and minerals we need. Well, there's an article called "Beyond Vitamins" featured in Newsweek *a few years ago that addresses this question. I have some of the quotes from the article (If you can get a copy, that's ideal. It was April 25, 1994.)*

"Whole foods — especially fruits and vegetables pack a disease-preventing wallop because they harbor a whole variety of compounds that have never seen the inside of a vitamin bottle. These compounds are called 'phytochemicals'".

"There is growing evidence," says Debra Lee Davis, senior science advisor at the U.S. Public Health Service, "that these natural products can take tumors and defuse them...They can turn off the proliferative process of cancer."

Superfoods have medicinal properties. I'd like to show you what some of the Medicinal Properties of Blue Green Algae are? *(Hold up the AFA booklet and mention some of the key research findings such as:)*

Research has shown that AFA increases the activity of the Natural Killer Cells which are a part of the immune system and are mainly responsible for the detection and destruction of cancerous and virally infected cells in the body.
pg. 13

Exceptional source of Omega-3 fatty acids where AFA was shown to significantly reduce cholesterol levels pg. 14, beneficial effects on the nervous system in which AFA positively modulates brain activity and improves cognitive functions, etc. *(Let them know that if they are interested in knowing more about the research their are copies of the AFA booklet available.)*

Now, that we've talked about one of our main superfoods, blue green algae, lets try the next smoothie and snacks:

Serve and Identify Ingredients:

SMOOTHIE #2 Algae Smoothie

SNACKS #2 Chewables and BG Bites

IV. BENEFITS of FRIENDLY BACTERIA FOR DIGESTION & ASSIMILATION

Acidophilus is added to the smoothie because of its benefit to digestion and assimilation.

To better understand the importance of friendly bacteria to your overall health we are going to take an entertaining "rafting trip" journey through the body to see what's really going on inside of you when you chew, swallow and digest.

(Put in the video clip with Christian Drapeau traveling through the digestive tract and explaining the importance of chewing your food and friendly bacteria to create balance with digestion and assimilation and how problems occur when food is not properly digested. This is the SBG-TV January 1996 version.)

SUPERFOOD TASTING PARTY OUTLINE (3)

As you can see friendly bacteria is very important. In the video Christian Drapeau also emphasized the importance of chewing well and digesting properly. This is why it is important to select foods that are enzymatically active. Blue Green Algae is enzymatically active and so are other whole foods like fruits and vegetables — that is unless they are cooked and processed.

IV. BENEFITS of ENZYMES FOR DIGESTION & ASSIMILATION

(Ask guests) **What foods are not enzymatically active?** donuts, pizza, cooked vegetables, or any foods microwaved, boiled, or baked. So, what can be done to help with digestion if the foods don't have enzymes or have lost them? Add enzymes to your diet. I'm going to do an experiment that will show you first hand how beneficial enzymes are for digestion.

(Complete an enzyme experiment by putting an E-12 enzyme in one tapioca pudding and leaving the other alone. Within seconds the one with an E-12 enzyme will have turned to "soup".)

As you have seen enzymes are a very effective way to help with digestion. *(Share about how people have benefited from the enzymes and hold up the enzyme booklet to show the guests.)*

Now, we've talked about whole foods in comparison to supplements, in that whole foods contain substances called phytochemicals that are very beneficial. What about the difference between whole foods (real) and incomplete foods (like junk foods). To be a real whole food it needs to have: glucose, protein, fat, vitamins, enzymes, minerals, and water.

Let's compare a carrot and a donut: (See the Real food vs junk food chart in the appendix. It can be used to assist you in the comparison)

(Ask guests) **Which of these nutrients does a donut have?**

(Ask guests) **Which of these nutrients does a carrot have?**

So, what does the body do when you eat a food that has only a part of the required nutrients? It takes the missing nutrients from your body to make it complete. This weakens various systems of your body.

V. BENEFITS of SPROUTED FOODS

So, the next tasting has whole foods and sprouted foods:

Serve and Explain Ingredients:

SMOOTHIE #3 Mazama Smoothie

SNACKS #3 Square Meal Bars

(Have a visual listing of the ingredients of the Mazama Mix and Square Meal bars. Read off the ingredients.)

SUPERFOOD TASTING PARTY OUTLINE (4)

(Ask guests.) **What do you notice is common about the ingredients in the Mazama Mix?**

They are organic, sprouted, and all of the ingredients are whole foods (*nothing is synthetically derived*).

(Ask guests.) **What are the benefits of sprouting the food?** By sprouting the vitamins and minerals locked in the seed are able to be made more accessible by the body and therefore you get many times more the minerals and vitamins when the food goes through a process of sprouting.

(Ask guests.) **What do you notice is common about the ingredients in the Square Meal Bar?** They are organic, sprouted, and all of the ingredients are whole foods (*nothing is synthetically derived*).

VII. CONCLUSION

Our company produces high quality products that really work. We believe so much in the value of these products that we offer a 90 day money back guarantee. This means that you can try the products, risk free.

At this point you may have some questions and want more information, or you may want to know how much these products cost and how you can order them. So to address these areas I will be handing out and explaining two items: a questionnaire and an order guide.

(Handout the questionnaire, explain the questionnaire.)

(Handout the Super Blue Green Order Guide. Explain the different options.)

(Below is a suggested way to explain the ordering options.)

There are two options to order today: 1) retail and 2) wholesale.

If you are interested in buying retail, as an incentive for ordering today I will give you the preferred customer price that is shown on the Super Blue Green Order Guide. You will only be able to pay with cash or check.

If you are interested in the best value you'll want the wholesale consumer price.

- The cost for wholesale is a one time \$25 fee which includes a kit.
(Hold up the kit and show them the information contained in it.)
- You get the products at the wholesale price. (See SBG Order Guide)
- You can purchase wholesale with a credit card, cash or check.
- You get a shipping coupon back for \$10.
- On future orders you can receive rebates of up to 10%

We have extra samples in the back so help yourself and feel free to stick around to socialize and ask questions.

Thank you for coming.

Real Food

(Whole Food)

vs.

Junk Food

(Incomplete Food)

Nutrients

Real Food

Carrots

Junk Food

Donuts

Glucose

Yes

Yes

Protein

Yes

No

Fats

Yes

Yes

Vitamins

Yes

No

Enzymes

Yes

No

Minerals

Yes

No

Water

Yes

Yes

SUPERFOOD TASTING PARTY

Questionnaire

1. What did you like most about the Superfood Tasting Party?
2. Which smoothies or fast food treats did you enjoy tasting the most?
3. If you would like to learn more information about our products and how they can assist you in achieving overall better health, then choose one or more of the following options:
 - Video on health and the entire product line
 - Brochure covering the entire product line
 - Personal consultation
 - Phone consultation
 - Product Knowledge Evening
 - Other _____
4. Check the areas you would like more information on:
 - Impact of algae on children's behavior
 - Improved athletic performance and stamina
 - Scientific research on the health benefits of blue green algae
 - The importance of enzymes for digestion and overall health
 - Understanding the immune system and action steps
you can take to strengthen it
 - How animals can benefit from blue green algae
 - Other _____
5. Would you like to place an order for one or more of the Cell Tech products?
Which Specials or individual products? Yes No
6. Are you interested in hosting a Superfoods Tasting Party? Yes No
Comments:
7. Any additional comments, questions, or suggestions:

Name: _____

Address: _____

Phone number: _____

SUPERFOOD TASTING PARTY OPTIONAL HOST INCENTIVE

NUMBER OF GUESTS	
Number of Guests in Attendance	Host receives FREE product a Preferred Customer value of...
5	\$10
6	\$15
7	\$ 20
8	\$ 25
9	\$ 30
10	\$ 35
11	\$ 40
12	\$ 45
13	\$ 50
14 or more	\$ 55

AMOUNT OF PRODUCTS ORDERED	
Total value of products ordered	Host receives FREE product a Preferred Customer value of...
50 - 100	\$ 15
100 - 149	\$ 20
150 - 199	\$ 25
200 - 249	\$ 30
250 - 299	\$ 35
300 - 349	\$ 40
350 - 399	\$ 45
400 - 449	\$ 50
450 - 499	\$ 55
500 +	\$ 70

HOST Receives —

$$\frac{\text{_____}}{\text{(number of guests)}} + \frac{\text{_____}}{\text{(amount of products ordered)}} = \frac{\text{_____}}{\text{(total value of FREE products)}}$$

In addition to receiving FREE product or receiving a substantial savings on your next Cell Tech product purchase you also have the opportunity to receive a commission on products purchased at the Superfood Tasting Party and future orders placed by these individuals. Call for more details.