



To our Valued Partners:

Spring is almost upon us and MTB is gearing up for an exciting CHFA show in Vancouver. This year we are pleased to offer our retailers a chance to win a Home Theatre package worth over \$2000.00. We will have some great new brands on display for you to try as well.

Please ensure you schedule a time with your MTB rep so they can give you their full attention as you walk thru the MTB aisle. We will have some great offers from our brands for you to take advantage of.

MTB strives to be the best in the industry and we hope we are living up to your expectations. If you have an area you wish MTB could improve on please let me know directly and I will ensure to review your request and get back to you. You can reach me at, [jimmy@mtbi.ca](mailto:jimmy@mtbi.ca) or 416.649.5809.

Thank you

**Jimmy Vaid**  
Vice President

**Jimmy Vaid**  
VICE PRESIDENT

Jimmy is the company Vice President. With his wealth of industry knowledge as well as strong business & accounting background he has excelled in this role.

Jimmy is responsible for supplier and customer relations and will co-manage the MTB infrastructure with Michael Theodor.

Canada's leading Natural Product Broker - Est. 1980

## MARCH MONTHLY PROMO'S

<p><b>10% MCB</b> Canisters, Steel Cut &amp; Quick Oatmeal</p>	<p><b>Casestack Deal</b> 25-49cs = 50cs MCB 50+ cs = \$1,000/cs MCB</p>	<p><b>\$2.10/cs MCB</b> Garden Steak</p>
<p><b>10% OI</b> Simmer Sauces <b>10% OI</b> Dal Pouches 10+ Cases = +5% MCB</p>	<p><b>Casestack</b> NON DEAL PERIODS</p>	<p><b>10% MCB</b> Cleaners</p>
<p><b>BE SURE TO CHECK WITH YOUR REP ABOUT ON-GOING CASE STACK DEALS!</b></p>	<p><b>10% MCB</b> So Nice &amp; Ryza 1.89L <b>\$4/cs MCB</b></p>	
<p><b>Casestack Deal</b> 15+ cases = +3.00 MCB 25+ cases = +3.00 MCB 35+ cases = +4.00 MCB</p>	<p><b>Casestack Deal</b> 25+ cases +5% MCB 50+ cases +10% MCB Mar 5 - 23</p>	<p><b>Casestack Deal</b> Prairie Harvest Dried Beans &amp; Popcorn 25+ cases +10% MCB 50+ cases +15% MCB Mar 5 - 23</p>
<p><b>Casestack Deal</b> Pasta Sauce 25+ cases +10% MCB 50+ cases +15% MCB</p>	<p><b>Casestack Deal</b> 25+ cases +10% MCB 50+ cases +15% MCB</p>	<p><b>Casestack Deal</b> 25+ cases +5% MCB 50+ cases +10% MCB Mar 5 - 23</p>
<p><b>15% MCB</b> Lite &amp; 8 Whole Grains skus</p>	<p><b>Casestack Deal</b> 10 cases = +10% MCB 20 cases = +15% MCB</p>	
<p><b>15% MCB</b> Hyaluronic Tropical Solutions</p>	<p><b>25% OI</b> Magentic Hair Care</p>	<p><b>15% OI</b> plus volume deal <b>10% MCB -</b> 60+ units Scrubs</p>
<p><b>15% Off</b> Children's &amp; Adult Multi Vitamins (incl Bonus Sizes)</p>	<p><b>Traditional Juices + Gels</b> <b>Casestack</b> 15% MCB-36-72 mixed units 20% MCB-73-144 mixed units Flavoured Juices 20% OI Outdoor Topical 20% OI</p>	
<p><b>Volume deal</b> 5% MCB-24 mixed units</p>	<p><b>10% OI</b> Amazon Organics bar soaps</p>	
<p><b>15% OI</b> Spiriteen</p>	<p><b>15% OI</b> Line Drive (UNFI East &amp; West)</p>	<p><b>10% MCB LAUNCH</b> Semi Permanent Hair Color</p>
<p><b>15% LINE DRIVE</b> Including Displays</p>	<p><b>Casestack Deal</b> 5% MCB- 36 Bars 10% MCB-48 Bars 5% MCB 36+ Liquids/Lotions 10% MCB-48+ Liquids/Lotions</p>	

MTB is happy to announce this year's CHFA West Prize Package. This year we will be giving away to one lucky winner, a **Best Buy Gift Voucher for a Home Theater package worth over \$2000**. Come see us at the CHFA West April 21-22nd 2012 to enter to win! Good Luck!

**CHFA EXPO WEST 2012 — April 21-22, 2012**  
Vancouver Convention Centre West Building  
**MTBI BOOTHS 414-447**

## MARCH MONTHLY HIGHLIGHTS

**FIRST IN THE MARKET-ALMOND COCONUT MILK!**

Canada's #1 non-dairy beverage company is adding yet another "first-in-market" product to its offerings - new Almond Fresh Coconut. With the proven success of Almond, and the current interest in Coconut, Earth's Own has developed an INNOVATIVE beverage combining these two popular ingredients - a first on the shelf! A delicious and refreshingly unique blend of real almonds and coconut milk - that's sure to be a hit with consumers! The same "real nutty" taste profile as Almond Fresh will soon be available in UHLE. We are now expanding our "real nutty" Almond beverage offerings into the Shelf Stable category to better serve and satisfy our consumer's growing needs. & demands

**CELEBRATE EARTH DAY WITH ECO MAX!**

**Celebrated every April 22, Earth Day is the largest, most celebrated environmental event worldwide.**

More than 6 million Canadians join 1 billion people in over 170 countries in staging events and projects to address local environmental issues. Nearly every school child in Canada takes part in an Earth Day activity. Environmental challenges abound as our daily actions pollute and degrade the fragile environment that humans and wildlife depend on to survive.

EcoMax offers a selection of all natural, 100% plant-based manual dish washes for everyday cleaning. They are made from biodegradable, renewable and sustainable ingredients and incorporate therapeutic grade essential oils for a more enjoyable cleaning experience.

They also offer a plant-based selection of completely natural, 100% plant-based spray cleaners for everyday household cleaning. From glass surfaces and kitchen counters to bathroom tubs and pesky odours, our green cleaners are up to the task. Their botanical ingredients are fully biodegradable, renewable and sustainable to help support our environment.

**Earth Day CANADA**  
**PRE BOOK AVAILABLE NOW!**  
**eco max**

**dermae natural bodycare**

**TROPICAL SOLUTIONS ON SPECIAL THIS MONTH 15% MCB**

Tropical Solutions™ blends the natural healing and renewal properties of Tropical Tamanu oil with Green Tea, Pomegranate, CoQ10, Avocado, Aloe, Papaya, Acai and Vitamins A, C & E to protect skin and restore your natural, youthful radiance.

Cleansing Gel - Scrub - Anti Aging Day Crème - Anti Aging Night Crème - Intensive Serum - Anti Aging Eye Crème

**Tropical Solutions key ingredients: Tamanu oil**

Indigenous to tropical Southeast Asia and the South Pacific, the Tamanu tree can be found in Fiji, Tahiti, Indonesia, Malaysia, Thailand and throughout the Melanesian and Polynesian Islands. The natives treasured the dark, rich oil extracted from the fruit because of its ability to help protect their skin from environmental elements such as the sun and wind. This sacred ingredient was also used for healing to resolve cuts, scrapes, burns, swelling, sores, acne, rashes, blisters, insect bites, eczema and rosacea. Additionally, research shows Tamanu Oil demonstrates antioxidant activity that can help protect skin cells from oxidative damage. Look for this unique ingredient that helps renew, rejuvenate and protect skin in dermae's Tropical Solutions™.

Tropical Solutions™ allows you to experience the healthy, radiant complexion often seen and admired in the tropics. These exotic pineapple-papaya-scented formulas blend the natural healing and renewal properties of tropical Tamanu Oil, with Green Tea, Pomegranate, CoQ10, Avocado, Aloe, Papaya, Acai and vitamins A, C and E, to protect skin and restore your natural, youthful radiance. Satisfy your senses, and desire for nourished, beautiful skin with dermae's Tropical Solutions™.

**NEW TO THE ECO MAX LINE OF PRODUCTS:**

**eco max AVAILABLE JUST IN TIME FOR EARTH DAY!**

Prism Care Corporation, a Canadian owned and family operated company, was founded in April 1999 with a mission to benefit people and the environment. Our mission is simplistic, but its impact over the years has been profound.

**DISH-WASHER POWDER** -This hypoallergenic powder out performs leading national brands, out performs leading non-phosphate products, natural, plant and mineral based, Readily biodegradable, Phosphate free, Chlorine free

No indoor air pollution. VOCs = 0%

**NEW PRODUCT - AVAILABLE NOW!**

**Cal/Mag/Vit D3 with Vitamin K2 Tablets:**

Strong bones are the foundation of good health! High potency **Nature's Plus® Cal/Mag/Vit D3 with Vitamin K2** is an advanced formulation, employing the most effective and bioavailable bone nutrients available.

A potent combination of calcium and magnesium form the basis of skeletal structure. But only Nature's Plus **Cal/Mag/Vit D3 with K2** comes supercharged with 1000 IU of Vitamin D3 and 100 mcg of K2 (menatrenone), the most effective form of Vitamin K, for superior absorption and deposition of essential bone minerals. For complete skeletal support and

**Nature's Plus The Energy Supplements.**

**KIND HEALTHY SNACKS**

**Display racks are available for KIND Bars.**

Please contact your MTB rep for information on the floor and counter display units available.

**SNEAK PEAK! Available, April 1st 2012**

**3 NEW BARS All Bilingual**

Dark Chocolate Cherry Cashew  
Peanut Butter Dark Chocolate  
Pomegranate Blueberry Pistachio

KIND is a brand of all natural whole nut and fruit bars made from ingredients you can see and pronounce and it's also a movement that gives new purpose to snacking.

At KIND we do things a bit differently. KIND was founded on the principle of holistic kindness, and we pride ourselves on creating new paths that avoid false compromises. Instead of "Or we say 'And'". We choose healthy and tasty, convenient and whole some, economically sustainable and socially impactful.

**Theobroma Chocolat**

**EASTER GIFT PACKS ARE AVAILABLE NOW!**

We are excited to announce that Theobroma have created some beautiful Easter accents for their 5 Bar Organic Collection Box as well as their new Maple Minis and Assorted Flavour Mini Boxes!

**Giovanni End Cap Promotion**

**RETAILER COMMITMENT:**

**PURCHASE:**

- 96 mixed units of D-tox Face and Body products

Suggested order—15 each Cleanser, Moisturizer, Body Wash, Body Lotion and 12 each Face scrub, Body scrub & masks.

**MERCHANDISE:**

**GIOVANNI COMMITMENT:**

**CONSUMER GIFT BASKET (Limited Quantities)**

- 1 Giovanni Gift Basket Value \$75.00
- 1 Ballot Box
- Pack of Ballots

**DISCOUNT:**

- 25% Additional discount from Vendor - February 16th - March

**SEMI PERMANENT NEW FORMULA RELAUNCH 10% OFF**

**tints of nature™**

Kate's secret to rich, glossy hair is organic color! Skip the salon and get gorgeous healthy hair colour at home with Tints of Nature

Using an ammonia-free formula, Tints of Nature softens the cuticle, allowing the color to work at a lower pH. This method results in effective hair coloring that leaves hair in far healthier condition. Our aim is to maintain the balance of the hair's protein and moisture to keep hair healthy.

With high-quality, certified organic ingredients, try Tints of Nature and experience the look and feel of naturally beautiful hair.

For more information, please contact: Adrienne Fraser  
Adrienne.Fraser@gmail.com / 905.454.4167

**NOT TESTED ON ANIMALS**

**WHY CHOOSE TINTS OF NATURE:**

- 100% free from PPDs and PTDs.
- 100% free from ammonia, resorcinol, parabens and peroxide.
- Colour will last between 6 and 12 washes.
- Made with up to 65% certified organic ingredients plus natural wheat proteins to strengthen hair.
- Will cover up to 80% grey hair.

**Wild Ocean Recipe Cards - Now Available**

**coho salmon SALAD NIÇOISE**  
**RECIPE**

**pacific halibut IN LEMON-THYME BUTTER**  
**RECIPE**

**albacore tuna PANZANELLA SALAD**  
**RECIPE**

**pacific sablefish WITH SOY SAKE GINGER**  
**RECIPE**

**Wild Ocean**

Wild Ocean has made it even easier to market their AMAZING products.

**RECIPE CARDS ARE AVAILABLE NOW!**

Cross Merchandise Wild Ocean products with all the recipe ingredients to make a one stop shop for your customers. Providing their guests, and families with a healthy quick and delicious meal.

**CONTACT YOUR MICHAEL THEODOR BROKERAGE INC REP TO PLACE YOUR ORDER**

NAME	TERRITORY	CELL	EMAIL
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**EASTERN OFFICE:**  
10 Four Seasons Place, 10th Floor

Logos for various brands: Millcreek Botanicals, InnoTech, Van's, Helen's Kitchen, EcoMax, BioTiva, Nature's Plus, Body Soltz, Bumble Bee, Clean Well, Kiju, Jamieson, Utopia, Marukan, Jyoti, Xylitol, Scentuals, Sibu, Yogit, Benefruits, Green & Black's, Dosch, Numi, Pai, Earth's Own, Kaju, One With Nature, Wild Ocean, Bambobottle, Uplife.