

***An inquiry about NuVal from:***

Name: \_\_\_\_\_

Address: \_\_\_\_\_

Phone: \_\_\_\_\_

Email: \_\_\_\_\_

As a customer, I'm wondering if you have, or if you are considering, adoption of the NuVal™ Nutritional Scoring System.

NuVal helps shoppers like me make better decisions about food quickly and easily by scoring all foods on a scale from 1 to 100. The higher the score, the better the nutrition. Scores are calculated using a system which looks at more than 30 different attributes of a food to ensure the scores can truly help people find the best nutrition in a supermarket.

With all the concern about rising obesity rates and heart disease, it's important to me to be able to know just what kind of nutrition I'm getting when I shop at your store. Shoppers in more than 525 stores across the country already have access to NuVal scores, and I was hoping your store would be among them. But it isn't, leaving me to rely on complicated nutrition fact panels and confusing marketing messages to tell me if a food is nutritious.

If you are interested in learning more about NuVal, you can visit [www.nuval.com](http://www.nuval.com), or send an email to [experts@nuval.com](mailto:experts@nuval.com) to find out more about how to become a partner and start to use this unique system that can help me and other shoppers eat better.

Thanks for your time, and I hope you contact NuVal soon!

Sincerely,

