



Let's Dish!, Inc.
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Business Fact Sheet

Let's Dish![®]

The Company

Minneapolis-based Let's Dish![®] was one of the first retail meal preparation stores in the country when co-founders Ruth Lundquist and Darcy Olson introduced their concept in October 2003. The pair was looking for a business idea that would add value to people's lives, as well as make good business sense. The answer was Let's Dish!, a whole new way to feed families fresh, craveable food at home.

Lundquist and Olson spent two years laying the groundwork for Let's Dish!, fine-tuning the company's brand, technology, people, operations and culinary profile. Built for volume and profit, Let's Dish! has been successful since opening its first store in the Twin Cities suburb of Eden Prairie in October 2003 and has quickly catapulted to become the breakaway brand in its category. This solid business foundation allows the company to focus on the customer experience and constantly innovate to meet consumers' needs.

The Concept

Driven by the consumer's never-ending quest for convenience, Let's Dish! is a fresh, balanced solution for busy families. As lives get increasingly complex, families are looking for new ways to save time and add value to their lives, without sacrificing quality. Let's Dish! focuses on providing customers with "productive leisure" – preparing great food in a fun, social environment.

Let's Dish! offers customers a risk-free culinary adventure at an affordable price. Customers sign up at www.letsdish.com. They select a store and session time, then choose from 15 to 16 different fresh and frozen dishes that rotate monthly. Menu options range from updated family favorites to sophisticated, ethnic cuisines. Each dish incorporates fresh, seasonal ingredients and is designed and tested by professional chefs.

When customers arrive at the store, refrigerated workstations for each menu are stocked with fresh, pre-cut ingredients, which can be varied to meet specific tastes. A customer can prepare a month's worth of dishes (four, eight or 12 entrees each designed to serve six) that are brought home to be eaten fresh, or frozen and cooked at a later date.

Headquarters

Let's Dish! is headquartered in the Minneapolis suburb of Burnsville.

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