July 29, 2019

Manager
Egg and You Diner
2621 N. Federal Hwy.
Fort Lauderdale, FL 33306

Dear Manager,

I’m writing to suggest marketing ideas for your restaurant that I think would increase store traffic as well as sales.

**Eggs and Dairy Foods Are Needed to Reach Daily Protein Requirements**

Dairy contains 76% usable protein (due to high essential amino acid content) and eggs contain 90% usable protein. In contrast, meat, fish and poultry contain 15-20% usable protein. Plant protein does not have as many essential amino acids. Men need 60 grams of usable protein each day as a daily minimum and women need 50 grams. Even with efficient foods such as eggs and dairy, it is somewhat difficult to reach these daily totals.

**Serve Breads That Are Low in Phytates**

Sourdough and sprouted grain bread are important breads because they are low in phytates. Fermentation and sprouting help eliminate phytates that are naturally present in all grains, nuts and seeds. Phytates are described as “antinutrients” because they chemically lock on to nutrients in food making them unavailable in metabolic pathways.

**Trader Joe’s Has Introduced a New Sprouted Sourdough Bread**

This new bread is made with organic sprouted wheat berries and a sourdough starter from Northern California. Sourdough bread can be traced to ancient Egypt. San Francisco has several sourdough bakers because this bread became popular during the California Gold Rush of 1849.

**Serve Zak’s Sourdough Bread**

Zak the Baker (born Zak H. Stern) is a 33 year-old, award-winning baker who studied baking in Italy before founding his business in the Wynwood neighborhood of Miami. His artisan sourdough loaves are also sold at 13 Whole Foods stores from Dade to Palm Beach Counties.

Traditional sourdough bread is hard to find—especially in South Florida. Dr. Weston A. Price, most known for his book *Nutrition and Physical Degeneration*, was a dentist who lived in Cleveland, Ohio in the early twentieth century. Due to his interest in teeth, Price and his wife traveled around the world to study the diets of fourteen primitive societies who were free of tooth decay and dental deformities. When Price examined the teeth of children in the Loetschental Valley (an isolated part of the Swiss Alps), he found that those eating unprocessed dairy were nearly free of cavities and all had straight teeth. Young adults who had left the valley experienced tooth decay but showed evidence of remineralization when they returned. Loetschental dairy samples that Price had analyzed were shown to be far higher in minerals and vitamins than samples of commercial dairy products analyzed from the rest of Europe and North America.

Farmers in the Loetschental Valley were also artisan bakers who understood the benefits of sourdough bread. They were most known for their sourdough rye bread that they fermented for two weeks.
Zak the Baker
295 NW 26th Street
Miami, FL 33127

**Pancakes Can Be Made from Spelt Flour, or Sprouted Grain Flour**
Spelt is naturally low in phytates. Because it is hard to reach daily protein minimum requirements, silver dollar size pancakes are best served as side orders.

Please call or e-mail me if you think you may be interested this idea. To promote news at your restaurant, a press release could be sent to the news departments at local television stations.

Sincerely,

Mary Jo Fahey