July 22, 2019

Manager
LA Fitness
1000 N. Federal Hwy,
Pompano Beach, FL 33062

Dear Manager,

I’m writing to suggest marketing ideas for your gym that I think would increase customer volume as well as sales.

**Dairy Bar, Open to Non-Members and Members**


The reason this information is not widely reported is because studies show that it takes an average of 17 years for research to reach clinical practice (source: “The answer is 17 years, what is the question: understanding time lags in translational research,” *Journal of the Royal Society of Medicine*, December 2011).

If you wait 17 years, your customers will miss the benefits of an essential amino acid called leucine (found in eggs and dairy products) that builds muscle mass and bone.

The scientific study done at the Cleveland Clinic is not unique. A similar paper titled “Rethinking dietary cholesterol” (March 2012) appeared in a scientific journal called *Current Opinion in Clinical Nutrition & Metabolic Care* published by conglomerate Wolters Kluwer that publishes 275 scientific journals. As early as 1997, the *Journal of the American College of Nutrition* published a paper titled “Cholesterol intake and plasma cholesterol: an update” explaining that dietary cholesterol is not related to either blood cholesterol or heart disease. In 2015, the *American Journal of Clinical Nutrition* published a paper titled “Dietary cholesterol and cardiovascular disease: a systematic review and meta-analysis that showed no statistically significant relationship between dietary cholesterol and serum triglycerides.

Of the 21 amino acids common to all life forms, there are nine amino acids humans cannot synthesize. This group need to be consumed in food and they are defined as “essential amino acids.”

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. As a result, products such as soy and nut milk are not efficient sources of leucine needed to built muscle mass. 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.
Fat provides energy and cholesterol is used to make hormones. Fifty percent of a cell membrane is protein and the other fifty percent is fat (Source: Structure of the Plasma Membrane, https://www.ncbi.nlm.nih.gov/books/NBK9898/). Customers who understand nutrition would really appreciate an LA Fitness Dairy Bar.

**Kalona Supernatural Dairy Products for a Dairy Bar and Retail Shop**
Kalona Supernatural dairy products are produced from organic milk sourced from Amish and Mennonite dairy farmers and the product line is not currently available in Florida. The company, founded in 2005, is located in Kalona, Iowa. Besides milk and cream, the company also sells butter (available as unsalted and salted made with sea salt) eggnog, buttermilk, yogurt, cottage cheese, sour cream, and kefir.

If Kalona Supernatural dairy products cannot be purchased and shipped to Florida, a second choice would be Organic Valley products.

**Hook’s 3-Year Aged Cheddar Melted on Zak’s Sourdough Bread**
Hook’s Cheddar Cheese is an extremely popular cheese in Wisconsin. The Hook family has been making a variety of prize-winning cheeses since 1976 and their story is available on the company’s Web site at: http://hookscheese.com/hooks.pdf. In Wisconsin, restaurants include the name of a cheese producer on their menu. For example, a chain of coffee shops in Madison, Wisconsin called Barriques, lists Hook’s Cheddar as the cheese used to make a melted cheese sandwich and an egg breakfast sandwich.

Sourdough bread is an important bread choice because it is fermented. Fermentation helps 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.

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
Weston Price Foundation Local Chapters
The Weston A. Price Foundation is a Washington, D.C.-based nonprofit that has several hundred volunteer-led chapters across the United States. The chapters are organized to help consumers find high-quality dairy products and other foods. The chapters are listed on the foundation’s Web site and chapter leaders would be very anxious to hear about LA Fitness Dairy Bars (see: www.westonaprice.org).

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

Sincerely,

Mary Jo Fahey