



July 14, 2010

The Sweets Truck  
Los Angeles, CA 90065

To Whom It May Concern:

I am writing this letter to express my support for not only the Sweets Truck, but the food truck movement as a whole. The Sweets Truck and their unique arrangement of offering locally produced baked goods and treats, is a brilliant enterprise that the public thoroughly enjoys. I can personally say that having the Sweets Truck as a featured vendor at our most recent Grilled Cheese Invitational in downtown Los Angeles was incredible benefit! It was an added bonus and value to our attendees, who were extremely delighted to be able to grab some sweet treats to go along with all the grilled cheese!

One of the best things about the food truck movement is that it allows for people to chase after their dreams and realize their goals, something that should never be squelched. They have a unique business, something that is a benefit to the community and that builds an immediate community wherever they go.

Los Angeles is the gathering place for the dreamers of the world. All sorts of dreams, from making it in Hollywood to operating a truck based food business. Having a city and a community that celebrates and embraces these sorts of ideals is what makes Los Angeles the best city in the world to live in and I for one am glad they are a part of our winning team.

Yours in bread, butter, cheese and victory,

Timothy P. Walker  
Chief Instigator & Founder  
Grilled Cheese Invitational



To Whom It May Concern:

I am the owner of Cookie Casa Bakery, a small bakery based in Los Angeles. We've been in business since 2002. Most of our customers come from the entertainment industry. Being a small operation, we rely heavily on word-of-mouth publicity. We are unable to afford the advertising budget needed to broadcast information about our bakery on a regular basis.

When The Sweets Truck approached us last fall about becoming one of their wholesale clients, we were thrilled. We've been with them since day one and have greatly benefited from their ability to get our product out to a broader audience. Our cookies and bars are individually wrapped and stickered so that each customer walks away with our contact information. The Sweets Truck customers mention our product all the time when reviewing the company. Social media reviews have become instrumental in the longevity of businesses, especially small ones. This type of partnership is crucial to the success of our company.

We've also benefited from Molly (owner of The Sweets Truck) promoting Cookie Casa Bakery's specials and events to her customers and followers. She takes a genuine interest in what her wholesale clients are doing and illustrates that by helping highlight us to an audience much larger than our typical customer base.

In addition, The Sweets Truck participates in many charitable events. Her involvement in such projects as School on Wheels, Revlon Walk, WiggleWaggle and Kids in Sports demonstrates her commitment to making her company an active participant in our community. Her dedication to charity is evident in her actions.

Allowing the existence of The Sweets Truck and other food trucks is a great benefit to Los Angeles. It's a unique way to access consumers and a responsible way to help support other local businesses.

L.A. is known for its food trucks. Taking them away would eliminate a thriving, cultural experience that Angelenos and others have come to love.

Thank you for your time,

A handwritten signature in black ink, appearing to read "Erin H. Zabel".

Erin H. Zabel

Owner, Cookie Casa Bakery