



*Serving Customers in the  
Restaurant and Hospitality Industry*

October 23, 2002

Dear Bernard,

I typically do not write letters that acknowledges the attributes of a specific product however, your Beverage CHASE System is a major breakthrough that should be recognized within the industry. Proper planning for remote fountain dispensing is a key factor that can save thousands of dollars and reduce the anxieties for end users and owners of fountain systems.

We have reviewed the BeverageCHASE System products that your company is offering and we are pleased that Colombo has taken a pro-active role in providing beverage chase that meet the real needs of our industry.

The STOUTi.e. Underground CHASE that your company has developed, offers is a solution to one of the largest problems we face in the beverage industry.

Flooded underground conduit that is made of PVC or other materials has been a major issue. These flooded conduits become unsanitary and that liquid will over time penetrate the plastic tubing that transports the syrup or soda to the dispensing units. In addition to being unsanitary, having to replace those lines becomes problematic for our installation and maintenance personnel. In some instances Coca-Cola has had to use stainless steel tubing in underground applications because of these flooded and fouled conduits which is costly and labor intensive.

If you're STOUTi.e. Underground performs the way it is intended; you will have eliminated a large and costly problem for the entire industry. The long radius bends for easy installation of the trunk line and the fact that it will not crack or fissure and absorb groundwater or seepage from under a bar is a very positive development.

We are also impressed with the aboveground aluminum chase you are offering. The joining process that provides a smooth interior surface to pull our beverage trunk lines through, the long radius bends and the leak-proof join provide the components we need to do our job properly and not cause our customers long term problems.

We applaud Colombo Sales & Engineering for your efforts and hope that you will be successful in communicating this information to the designers, architects and contractors who recommend and install these chase-ways for Coca-Cola and other beverage trunk lines. If all of the participants in the process focus on incorporating the solutions you offer, we will all benefit and will have minimized or eliminated a number of major problems.

Thank you again for bringing this information to the attention of Coca-Cola. We strongly believe you are on the right track. I recall saying "you could revolutionize the industry" when I first heard of this STOUTi.e. Product, Perhaps you can.

Sincerely,  
Rick Cochell

National Account – Customer Operations Manager  
Coca-Cola North America