



PLAYBOOK

for SUPREME LOBSTER

[CONFIDENTIAL]

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CLIENT INFO

Supreme Lobster & Seafood Company
220 E. North Ave., Villa Park, IL 60181
Tel: 630-832-6700
<https://www.supremelobster.com/>

LAUNCH DATE: Oct. 4, 2021

WEBSITE: Woo Commerce

CLIENT CONTACTS

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Jonathan Stramaglia - jonathanstramaglia@supremelobster.com

Robert Arres - rarres@supremelobster.com

CPGIO TEAM

PM Lead: Franck Jones

PM Asst: Ashley Carrasquillo

Account Mgr: Franck Jones

Marketing: TJ Murray

CSR: Desiree Diaz

Sales: David Griffith

Regulation: Debra Jaros

Ship/Pack Tests: K. Razzi

Package Design: K. Razzi

Web: Shashank Gupta



Brad Wasz - Sales



Steve Higgenbotham - GM Warehouse Ops



Franck Jones - PM



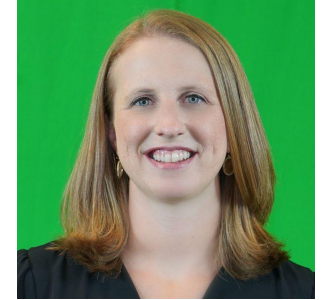
Debra Jaros - Regulations



Desiree Diaz - Customer Service



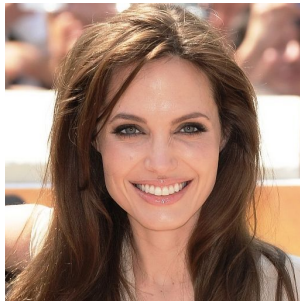
John Holby - Shipper Sources



Sharon Leckron - Etail



TJ Murray - Marketing



Ashley Carrasquillo - PM Asst



Katherine Razzi - Cold Ship Test, Packaging, Graphic Design



David Griffith - Sales



Shashank Gupta - Webmaster



Michael Doll - Finance



Frank Prochot - WH Manager

for **SUPREME LOBSTER**

[CONFIDENTIAL]

Item Code	Title	Case Pack	Pkg Size	Sell Pack Cost	Case Cost	Length (in)	Width (in)	Height (in)	Case Weight (lb)	New Retail Price
200220	CRAB, RED KING LEG & CLAW 12-14	8	2lb	\$94.33	\$754.62	24	6	6	2.5	\$159.99
201090	BASS, CHILEAN, VAC-PAC SKLS/BNLS 8 OZ.PORT	20	8oz	\$20.60	\$205.98	5	3	4	1	\$59.99
203870	CRAB, SNOW,OPILIO, RUSSIAN 11# 8-10 2L	13	2lb	\$48.54	\$630.98	18	8	3	2	\$95.99
213110	LOBSTER, TAIL NORTH AUST 14-16	10	14-16 oz avg	\$47.72	\$477.17	9	4	3	1	\$95.99
216520	LOBSTER MEAT, CLAW KNUCKLE COOKED 2# VAC-P	6	2lb Pkg	\$89.02	\$534.13	8	7	2	2	\$145.99
216850	LOBSTER TAIL, COLDWATER CANADIAN 7-8 OZ.	10	15 oz avg	\$36.79	\$367.93	7	6	3	1	\$76.99
221795	SALMON, NORWEGIAN, SKIN-OFF FJORD FRSH 8 O	20	8oz	\$9.67	\$96.74	6	3	4	1	\$45.99
225820	SCALLOPS, SUPREME CHOICE DRY U/10 IQF	10	1lb	\$17.61	\$176.09	9	7	2	1	\$54.99
733230	SHRIMP, COOKED, SUPREME CHOICE T-ON 8X12	5	2lb	\$30.11	\$150.54	13	10	2	2	\$69.99
734850	SHRIMP, RAW, SUPREME CHOICE P&D T-ON 16X20	5	2lb	\$14.28	\$71.41	13	10	2	2	\$49.99

for **SUPREME LOBSTER**

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9/8/21 - Per Robert Arres rarres@supremelobster.com

There are three variables to consider: product weight, size of box and travel time; as a rule of thumb you want to use 4-6 pounds of dry ice in a 10x8x8 box (those are our 10# box dimensions) for a 24 hour trip, and double the amount for either a bigger box or a longer trip.

Keep in mind that us using a 10# pound box does not mean we shipped ten pounds; dry ice sublimates faster in a bigger space so what you want to do is pack up your boxes with product or filler material so the dry ice performs better.

Per Deb Jaros on August 25, 2021

-Within the 48 contiguous states, dry ice is not regulated for UPS ground but should have the caution label

-From an earlier meeting, it was stated that we would only be using 2 - 2.5# dry ice therefore dangerous goods regulations does not apply to us BUT the the shipping cartons will need:

**The words Dry Ice or Carbon Dioxide, Solid"

**Description of goods (ie food, meat etc)

**The amount of dry ice contained in the package (Must always be under 5.5#)

Since we are not IATA certified, we cannot go over 5.5# of dry ice for air shipments. Since these packages will be marked accordingly anyway, we will be on the FAA radar and if a package tips the scale by hair over 5.5#,...serious problem with significant fines to be paid.

9/2/21 - Deb Jaros

DRY ICE

-Continental carbonic in glendale heights is a bust. All production is shut down due to staffing shortages. No ETA if/when production will start back up

-Polar Ice - waiting on a call back

-Chicago Dry Ice - Nothing available. Due to hurricane, covid, staffing. Maybe in a month there will be availability. But they are an Airgas distributor and told this is the place to go

9/15/21 - Kathy Razzi

Established Airgas (dry ice) account, but they are not taking new customers at this time.

9/17 - Deb Jaros to Robert Arres

Thank you for these details, I did in fact have this information already, therefore please note:

*In regards to Airgas, Nicole Sprately was assigned as our rep and yesterday, she confirmed again that they are not taking on any new business due to a dry ice shortage and advised for us to check back in mid-October to see if circumstances have changed so I will follow up with her then

*Regarding Continental Carbonic, when I called on September 8th, I was informed that nobody was there by the name Cecil but I did speak with a woman named Michelle who gave me a just a little info on becoming a customer but getting details if dry ice bricks were readily available was kept close to the vest and in her words "We needed to be an established account" to discuss our dry ice needs. I have been waiting on a credit application from her since September 8th with numerous follow up phone calls since then. As of today, I still do not have her email nor a return call. I will continue to follow up.

*I have also reached out to another resource, Polar Ice and on September 2nd, Jim Rakestraw informed that there was a dry ice shortage and that I should check back in a month or so

*Katherine has also reached out to Jaime of Terrace Supply, who informed her on September 1st that dry ice blocks will again be available as the weather starts to cool down

We will continue to follow up with the suppliers above as well as keep searching for other regional sources.

How Long Dry Ice Lasts

Plan on using 5 to 10 pounds of dry ice for every 24-hour period depending upon the thickness of the insulated shipping container. This will keep everything frozen in a container up to 15 quarts. For larger containers and greater shipping times multiply dry ice quantities by this rate. The best shipping container is a three-inch thick urethane insulated box tested to lose only 5 pounds for a 10-quart storage area every 24-hours. When packing items in the container fill the empty space with wadded newspaper or a paper bag. Any "dead-air-space" will cause the Dry Ice to sublimate faster.

Dry Ice sublimation (changing from a solid to a gas) will vary depending on the temperature, air pressure and thickness of insulation. The more Dry Ice you have stored in the container, the longer it will last. Dry Ice, at -109.3°F or -78.5°C, will freeze and keep frozen everything in its container until it is completely sublimated. These frozen items will still take some extra time to thaw because they will have been so cold.

source: http://www.icecoldice.com/Info/how_long_dry_ice_last.htm

Weight of Frozen Food	Time In Transit			
	4 Hours	12 Hours	24 Hours	2 Days
1 LB	1 LB Dry Ice	3 LB Dry Ice	6 LB Dry Ice	10 LB Dry Ice
5 LB	2 LB Dry Ice	4 LB Dry Ice	7 LB Dry Ice	12 LB Dry Ice
10 LB	3 LB Dry Ice	5 LB Dry Ice	10 LB Dry Ice	15 LB Dry Ice
20 LB	5 LB Dry Ice	8 LB Dry Ice	15 LB Dry Ice	25 LB Dry Ice
50 LB	10 LB Dry Ice	15 LB Dry Ice	30 LB Dry Ice	45 LB Dry Ice

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Dry Ice Guide Table

Pounds of dry ice recommended for Frozen Packaging and Shipping. Extra dry ice is included to compensate for ambient room temperature containers, product and package conditioning prior to shipping.

Weight of Frozen Product	Time in Transit					
	24 Hour		2 Days		3 Days	
	Block Dry Ice	Snow Dry Ice	Block Dry Ice	Snow Dry Ice	Block Dry Ice	Snow Dry Ice
2 LB	5 LB	6 LB	10 LB	12 LB	15 LB	18 LB
5 LB	8 LB	9 LB	15 LB	17 LB	22 LB	25 LB
10 LB	10 LB	12 LB	20 LB	23 LB	30 LB	33 LB
20 LB	15 LB	17 LB	25 LB	28 LB	35 LB	39 LB
50 LB	20 LB	22 LB	30 LB	33 LB	45 LB	49 LB

* Test and verify with your company’s packaging requirements.
 * Dry ice snow must be pressed firmly down using hand protective gloves to slow sublimation.
 To fill all void areas with solid packing material, reference HOW TO: Guidelines on Packaging Perishable Products.



Why It's Frozen

The problem with fresh crabs in general is that they don't live long after they're harvested, and they begin to deteriorate rapidly when they die. To capture their flavor at its absolute best and freshest, most processors steam and **blast-freeze the crabs** either on the boat itself or in a processing plant as soon as the boats land. That rapid freezing process is critical because the fluids inside the crabs' muscles form crystals when they freeze, expanding just like a regular ice cube in its tray. This can rupture the cell walls in the crab legs, taking away texture and moisture. Fast freezing makes smaller crystals, minimizing physical damage to the crab meat.

PACKAGING & SHIPPING OPTIONS OTHER THAN DRY ICE

[How to Pack and Ship Seafood and Shellfish Using Styrofoam Coolers](#)

10/1/21

Lobster Platter Test

- (1) Platter of Lobster
- 18x12x12 box with 1.5" liner system
- (8) 16 oz. Arctic Snow Packs



Test include 1 EasyLog frozen good temperature recording device, inside the platter with the lobster. Locations as shown below.



Notes 10/5/21

One note on the single lobster test, there was excess air inside the box therefore making the gel-packs work a little harder.

As with any test, proper sizing of the box and liner is key and will affect the end result as well as the product going inside. Both boxes that we used could most definitely be reduced in size, primarily height. The

10/1/21



Packing the Box

1. (3) 16 oz. Snow Packs on bottom
2. Lobster Platter
3. (5) 16 oz. Snow Packs

Preliminary observations: Box height too tall – length and width worked well.



10/1/21



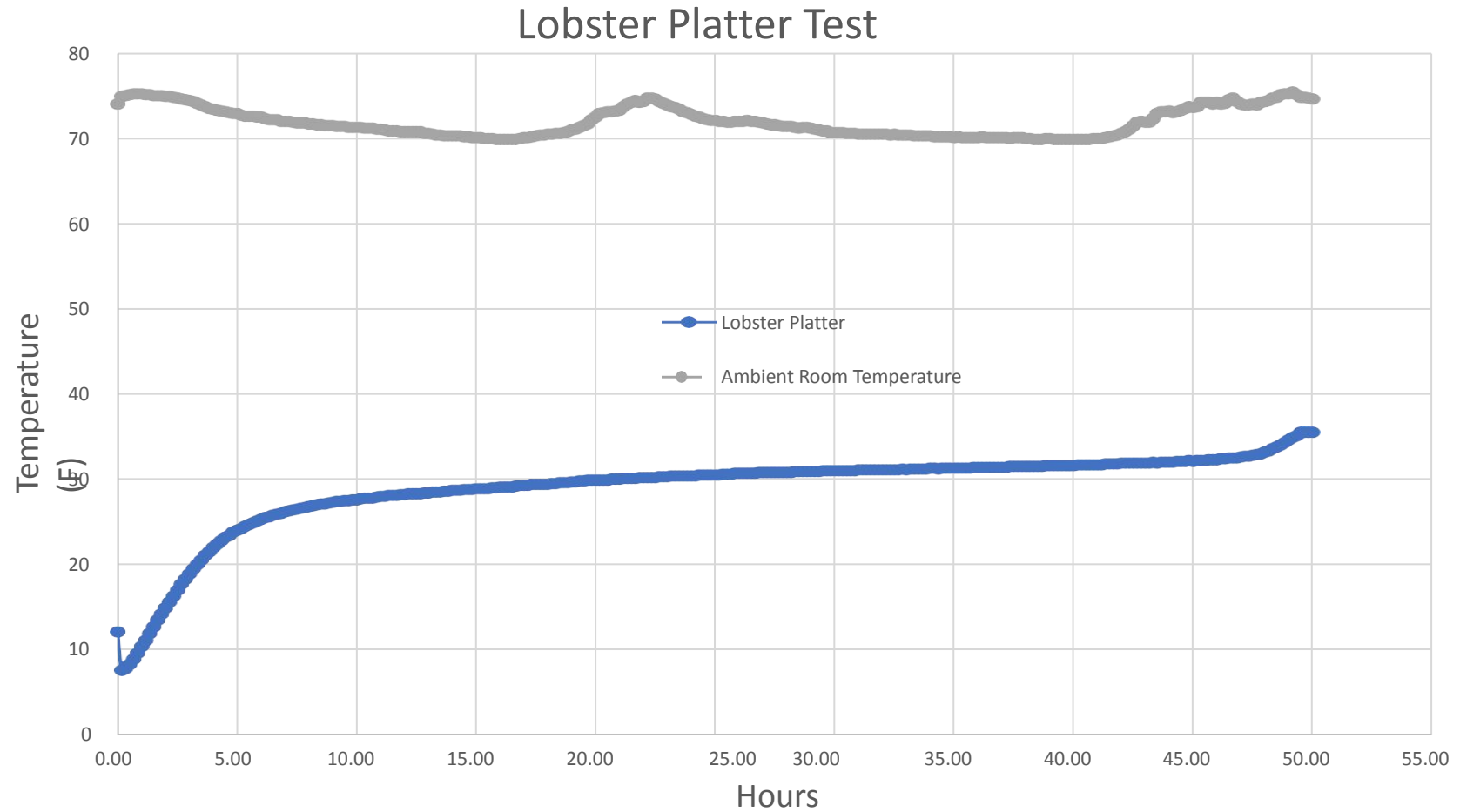
Test Results – Duration: 50 hours

- Snow Packs
 - o (5) on top: completely thawed
 - o (3) on bottom: 75% still frozen

- Lobster Platter
 - o Initial Temperature: 12.1 °F
 - o Final Temperature: 35.5 °F
 - o Duration 32 °F or below: 44.5 hr

- Ambient Room Temperature
 - o Fluctuation between 70-75 °F

- Box
 - o Height to be adjusted
 - o This will make the area smaller, which will in turn improve the test results.



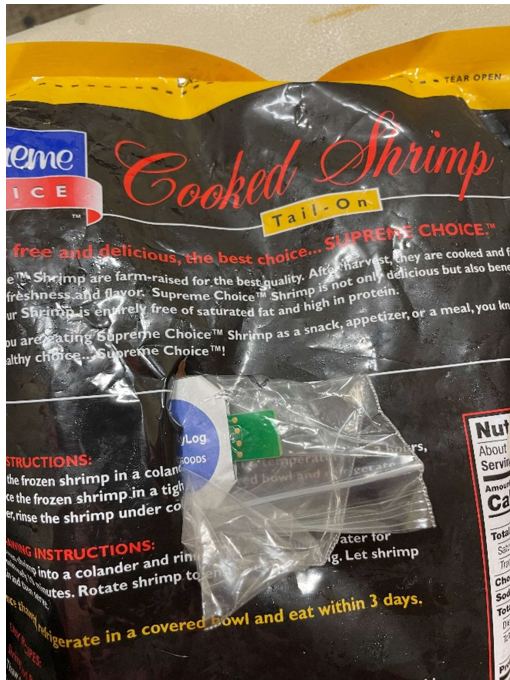
10/1/21

Shrimp and Lobster Combo Test

- (4) Large Lobster Legs
- (1) Bag of Shrimp
- 18x12x12 box with 1.5" liner system
- (12) 16 oz. Arctic Snow Packs



Test include 2 EasyLog frozen good temperature recording devices, one in between lobster legs, and one inside the bag with the shrimp. Locations as shown below.



10/1/21



Packing the Box

1. (3) 16 oz. Snow Packs on bottom
2. Lobster legs
3. (3) 16 oz. Snow Packs
4. Bag of Shrimp
5. (6) 16 oz. Snow Packs on top

Ideally, (3) on top of shrimp, the others on the sides

** Due to the curved nature of the bag, presentation not desirable.

Preliminary observations: Box height too tall – length and width worked well.

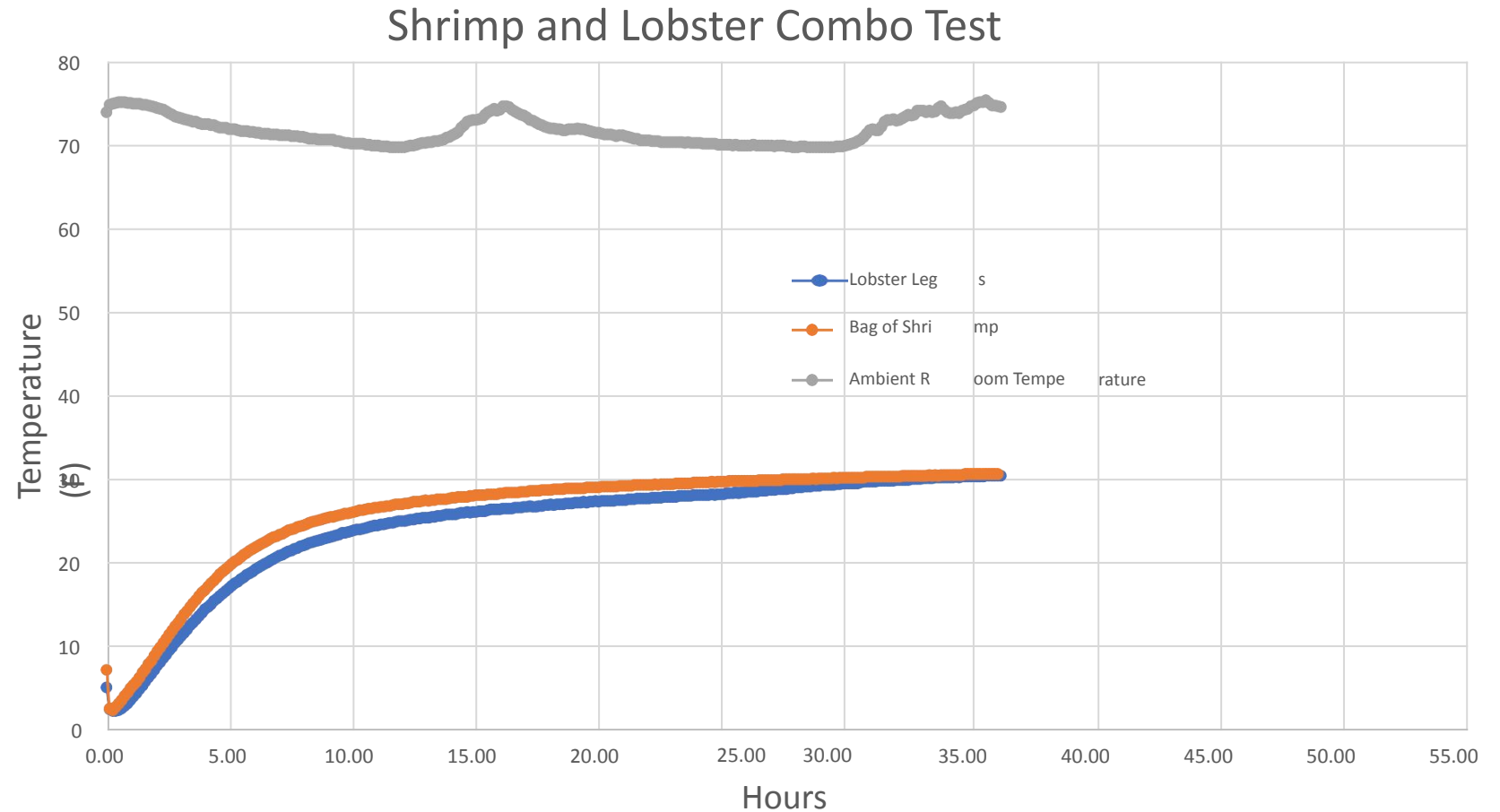


10/1/21



Test Results – Duration: 50 hours

- Snow Packs
 - o (6) on top: half frozen, half thawed
 - o (3) between products: completely solid
 - o (3) on bottom: 65% still frozen
- Shrimp
 - o Initial Temperature: 7.4 °F
 - o Final Temperature: 30.7 °F
- Lobster Legs
 - o Initial Temperature: 5.3 °F
 - o Final Temperature: 30.5 °F
- Ambient Room Temperature
 - o Fluctuation between 70-75 °F
- Box
 - o Height to be adjusted
 - o This will make the area smaller, which will in turn improve the test results.



10/9/21

Snow Crab Platter Test

- (1) Platter of Snow Crab Legs
- 18 x 12 x 9 box with 1.5", 1150 gsm liner system
- (8) 16 oz. Arctic Snow Packs
- (2) Blocks of dry ice (weights included in report)



Test included (1) EasyLog frozen good temperature recording device, inside the platter with the lobster. Location as shown below.



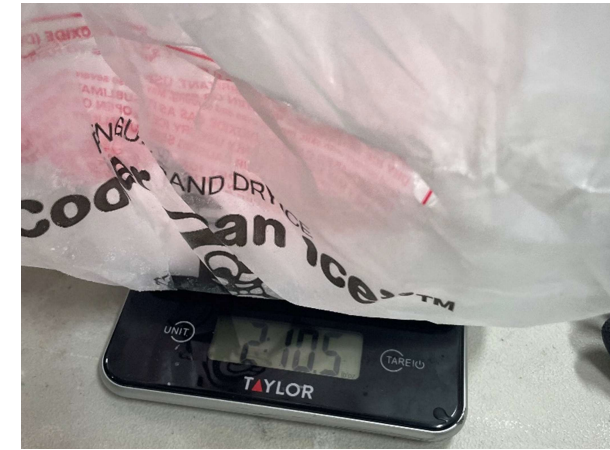
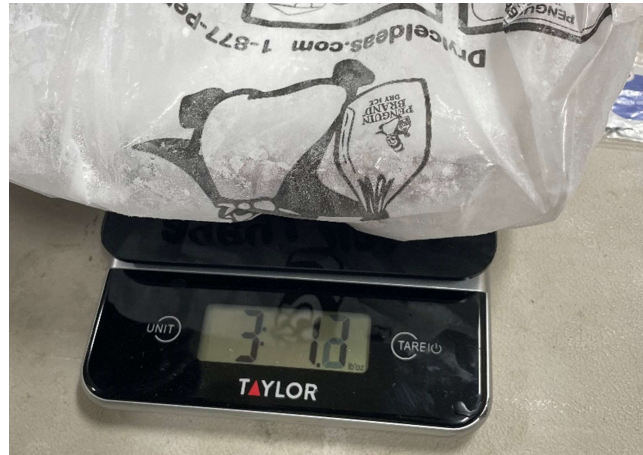
10/9/21



Packing the Box

1. (3) 16 oz. Snow Packs on bottom
2. Snow Crab Platter
3. (5) 16 oz. Snow Packs
4. (2) Blocks of dry ice
 - a. 3 lbs, 1.1 oz.
 - b. 2 lbs, 10.5 oz.

New box height worked well.

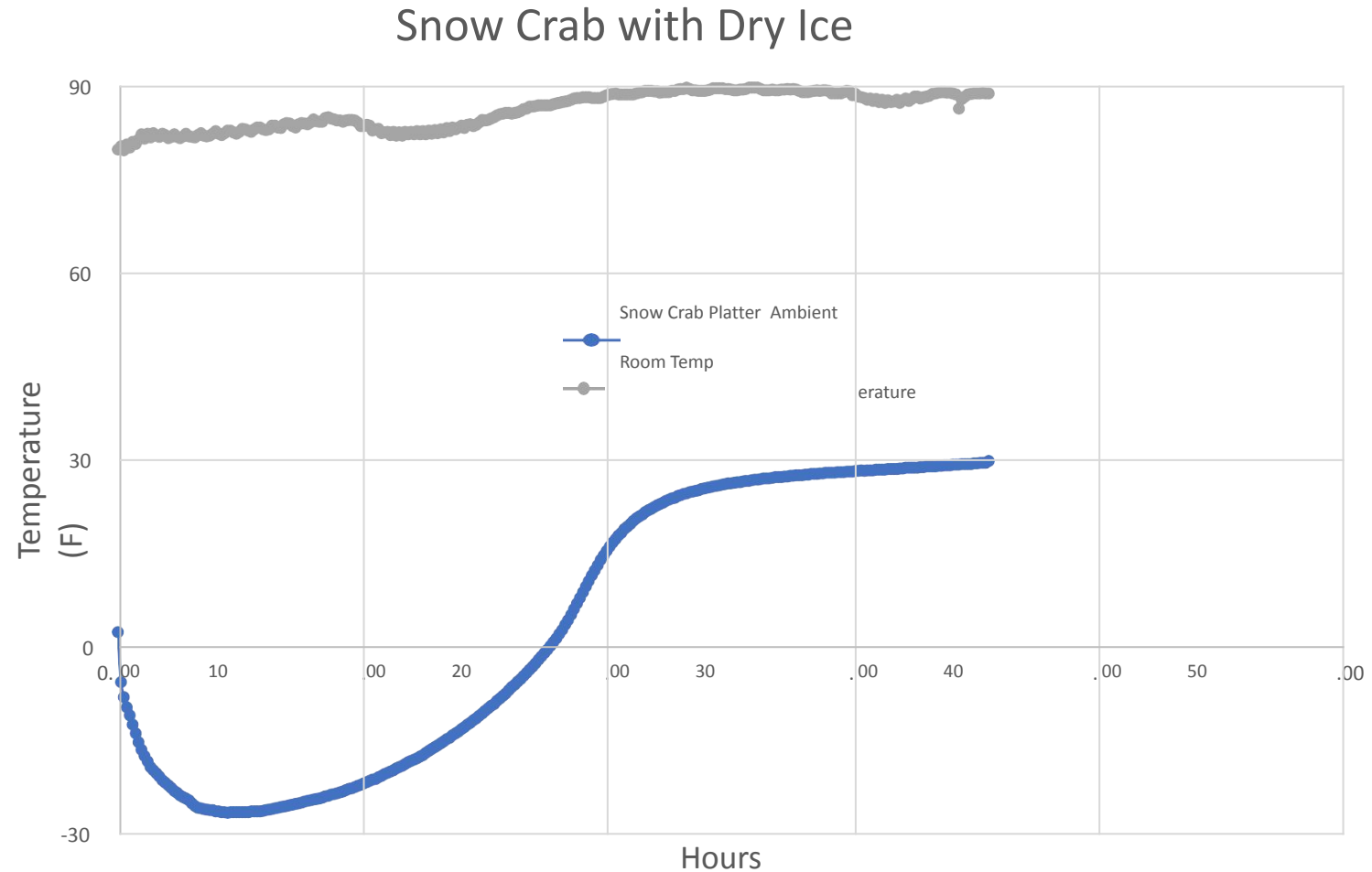


10/9/21



Test Results – Duration: 49 hours

- Snow Packs
 - o (5) on top: completely thawed
 - o (3) on bottom: 75% still frozen
- Dry Ice
 - o Completely evaporated
 - o Drastically changed temperature of box
- Snow Crab Legs Platter
 - o Initial Temperature: 12.1 °F
 - o Final Temperature: 35.5 °F
 - o Duration 32 °F or below: 44.5 hr.
- Ambient Room Temperature
 - o Fluctuation between 80 – 90 °F



10/9/21

Multi-Product Combo Test

- (1) Snow Crab Platter
- (4) Large King Crab Legs
- (2) Bags of Shrimp
- 20x14x14 box with 2.0", 1300 gsm liner system
- (17) 16 oz. Arctic Snow Packs

Test included 4 EasyLog frozen good temperature recording devices, one for each product. Locations as shown in images.



10/9/21



Packing the Box

1. (4) 16 oz. Snow Packs on bottom
2. Snow Crab Platter
3. (4) 16 oz. Snow Packs
4. King Crab Legs
5. (2) 16 oz. Snow Packs
6. First Bag of Shrimp
7. (2) 16 oz. Snow Packs
8. Top Bag of Shrimp
9. (5) 16 oz. Snow Packs



10/9/21

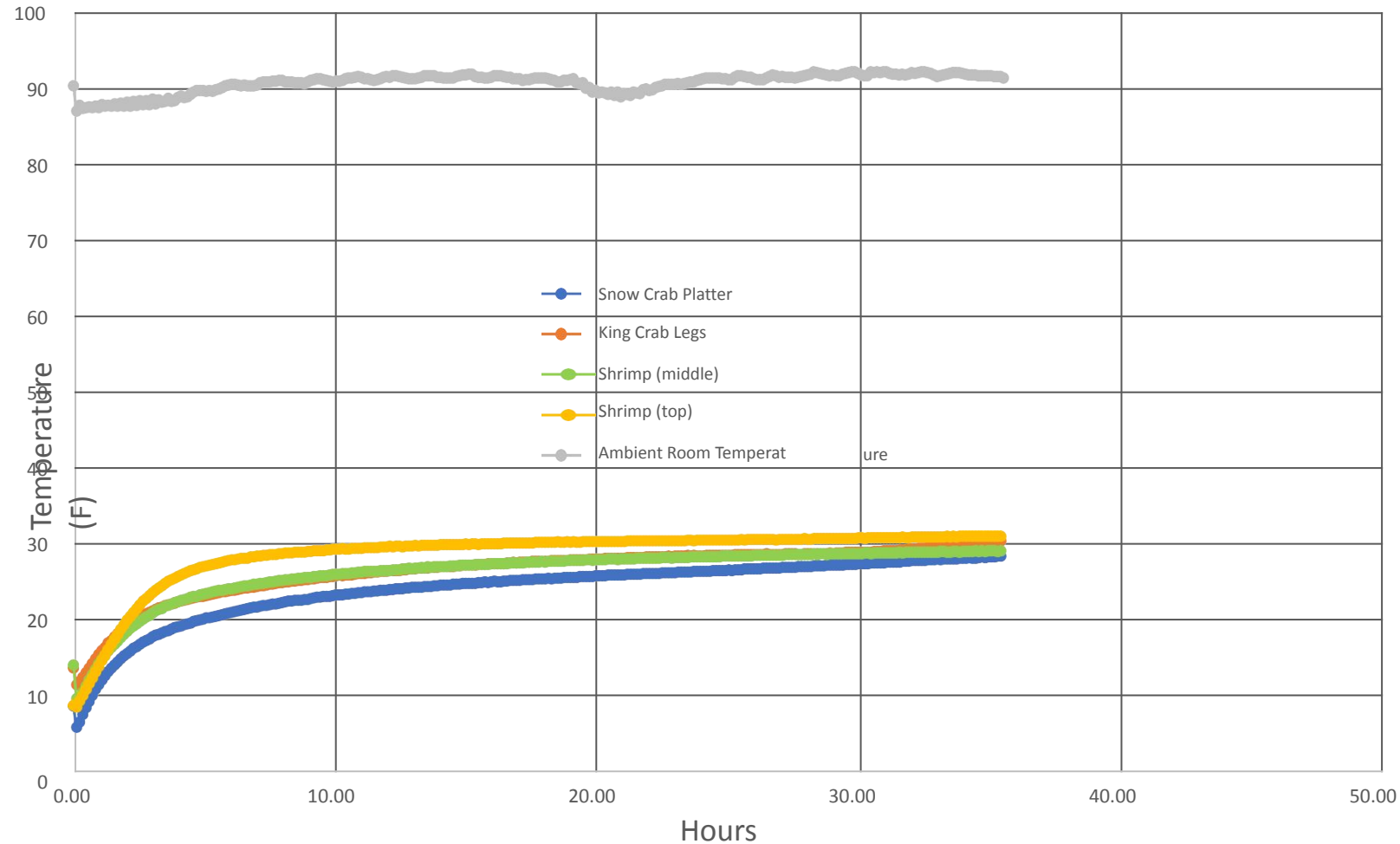


Test Results – Duration: 49 hours

- Snow Packs
 - (5) on top: fully thawed
 - (8) between products: completely solid
 - (4) on bottom: 85% still frozen
- Snow Crab Platter
 - Initial Temperature: 8.8 °F
 - Final Temperature: 28.5 °F
 - Presence of some liquid **
- Lobster Legs
 - Initial Temperature: 13.8 °F
 - Final Temperature: 30.5 °F
- Shrimp Bag (located in middle)
 - Initial Temperature: 14.2 °F
 - Final Temperature: 29.2 °F
- Shrimp Bag (located on top)
 - Initial Temperature: 8.9 °F
 - Final Temperature: 31.1 °F
- Ambient Room Temperature
 - Fluctuation between 88 – 93 °F

** Pictures included of results

Combination of Products in 1300 gsm, 2.0" Insulation



10/9/21



Test Results – Post Test Pictures

- Snow Crabs
 - o Frost/frozen liquid on top of snow crab legs.
 - o Bottom right corner had no frost.
 - o Please note close picture of liquid.

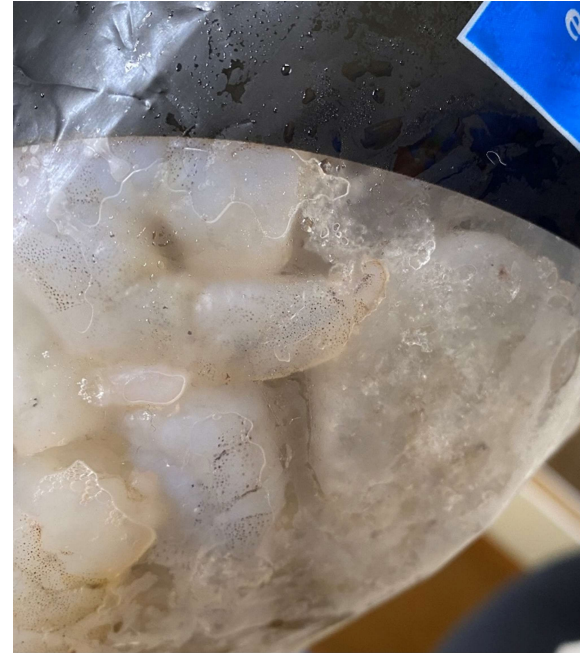


Bottom corner filled with liquid.

10/9/21

Test Results – Post Test Pictures

- Shrimp
 - o Both bags had frost/frozen liquid.
- King Crab Legs
 - o Little to no liquid inside





Continued Test Results 10/12/21

The dry ice gel pack combo mimicked the all gel pac test.

Today we started 2 additional test runs.

The 1st had Snow Crab legs and King Crab legs along with 15 pounds of just dry ice.

The second run had Snow Crab, King Crab and Shrimp along with repositioned gel packs ...

Tests started at 12:05 and will conclude Thursday afternoon.

The goal is to keep all the frost in place on the Snow Crab legs as 3/4 of the legs still had frost on them after 48 hours.

Let me know if you have questions.

Craig E Matteson

Production & Engineering



Continued Test Results 10/12/21

It all boils down to what the product mixed with the water in the bag is ...

Ours is a biodegradable silica that can be used in the garden bed as well or poured directly down the drain. Ours should be frozen to -10 F as well prior to being used as a refrigerant.

It's not so much as to who makes the "pick-up truck" as long as it is a pick up truck!

What I see is that the glazing needs to be held not just below freezing but several degrees below freezing ... which dry ice can maintain. Where dry ice becomes inefficient is through the sublimation of the refrigerant and the quantity needed to maintain proper temperature ... which comes at a price and some critical handling concerns which every shipper faces.

Today we added more gel packs to the test box.

To actually create an ice wall around the bottom 8" of the interior dimension. This was a concern for me in that the last test revealed that 3/4s of the Snow Crab legs still had frost on them and only a 1/4 was bare.

The goal in today's test is to see if we can maintain frost across the board.

The dry ice we purchased was at \$1.49 per pound and we used 15# in one of the test ... the other test had 20 plus snow packs ... more than before but a far cry cheaper than dry ice and much safer.

That all being said, the goal here is to maintain "frosted product" at the most efficient and safest way for the customer of Supreme Lobster.

As always, feel free to contact me with questions or concerns ...

Craig E Matteson

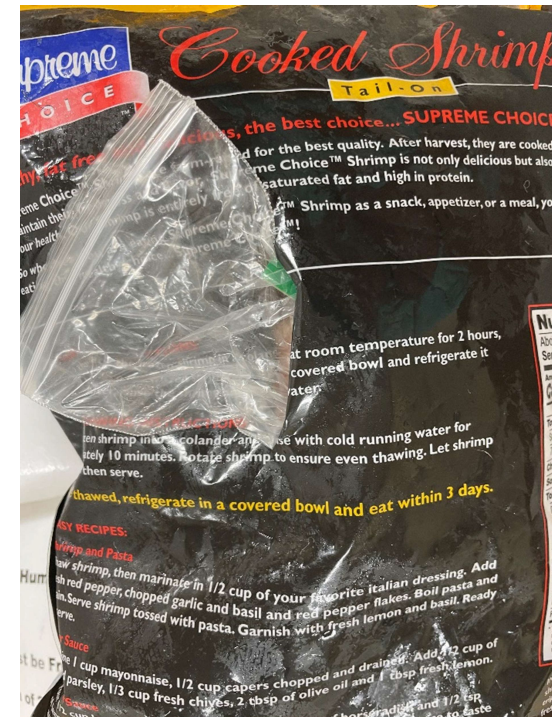
10/19/21

Multi-Product Combo Test

- (1) Snow Crab Platter
- (4) Large King Crab Legs
- (1) Bag of Shrimp
- 20x14x14 box with 2.0", 1300 gsm liner system
- (20) 16 oz. Arctic Snow Packs



Test included 3 EasyLog frozen good temperature recording devices, one for each product. Locations as shown in images.



10/19/21

Packing the Box

1. (4) 20 oz. Snow Packs on bottom
2. Snow Crab Platter
3. (8) 20 oz. Snow Packs in frame around platter
(2) 20 oz. Snow Packs on top of platter
4. King Crab Legs
5. (4) 20 oz. Snow Packs on top of King Crab Legs
6. Bag of Shrimp
7. (3) 20 oz. Snow Packs



10/19/21

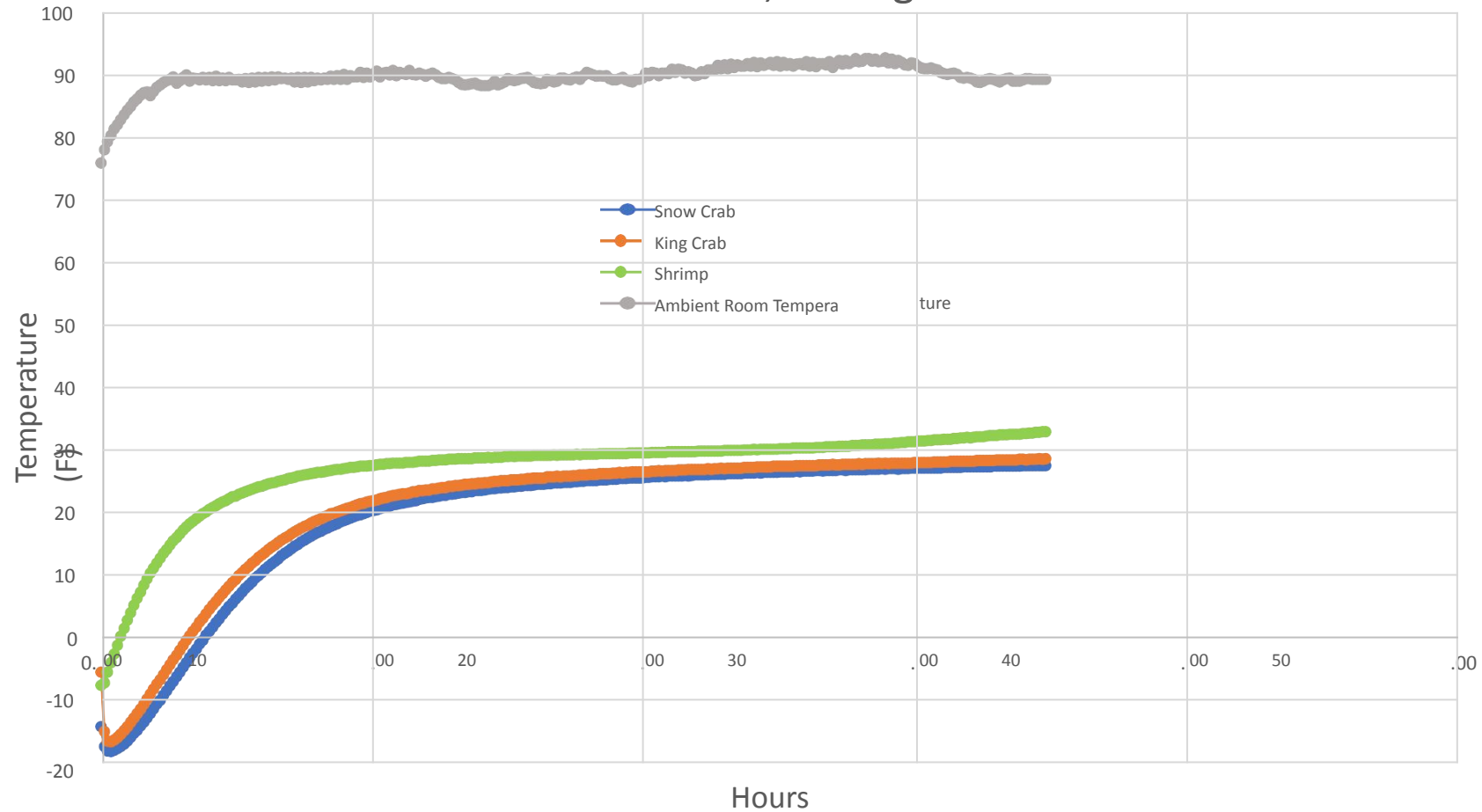


Test Results – Duration: 48 hours

- Snow Packs
 - o (3) on top: thawed
 - o (4) between shrimp and King Crab: 70% solid
 - o (2) between King and Snow crab: 100% solid
 - o (8) on sides: 100% solid
 - o (4) on bottom: 60% solid
- Snow Crab Platter
 - o Initial Temperature: -14 °F
 - o Final Temperature: 27.7 °F
 - o Presence of some liquid **
- King Crab Legs
 - o Initial Temperature: -5.3 °F
 - o Final Temperature: 28.8 °F
- Shrimp Bag
 - o Initial Temperature: -7.4 °F
 - o Final Temperature: 33.1 °F
- Ambient Room Temperature
 - o Fluctuation between 88 – 92 °F

** Pictures included of results

All Products in 2.0", 1300 gsm



10/19/21

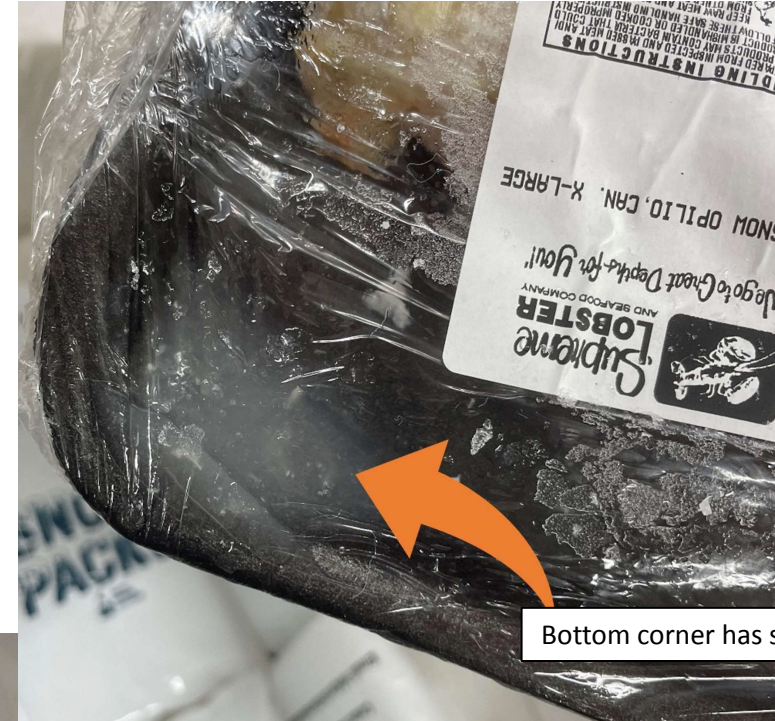


Test Results – Post Test Pictures

- Snow Crabs
 - o Frozen glaze over majority package of snow crabs.
 - o Measured amount (weight, not volume) of liquid: 0.4 oz

After the test, snow crabs were repackaged into a 2-gallon, Ziploc bag. There was no presence of fish smell, in package or on hands.

Snow crab appeared to be frozen; no softness present in any of legs.



Bottom corner has small amount of liquid.



10/19/21

Test Results – Post Test Pictures

- Shrimp
 - o Slush inside bag: some frozen pieces, some liquid
- King Crab Legs
 - o Frost on some parts; also contained liquid inside bag.
 - o Legs still appeared to be frozen when handled; not soft.



Liquid.

10/19/21

Arctic Thermal Notes



Good Morning Carl ...

Dry ice does have a different impact on refrigeration than gel packs for certain.

Just trying to figure out the best combination.

Gel packs will certainly work for an overnight shipment without fail.

Temperature on the snow crabs and king crabs are at 26 degrees. We used a different gel pack on the last test that brought the test down a degree to 26.

I am starting another test today moving the middle row of gel packs to the top where we will have 2 layers of gel packs on top. This will be 2" in thickness which is equal to the 2" dry ice block. The top gel packs were 75% thawed whereas the rest of the gel packs remained over 90% solid if not totally solid. With two on top, the most exterior pack will be sacrificed allowing the 2nd pack to maintain.

We also have removed the black styrofoam from the snow crabs as you had indicated and put them in a standard bag.

Another thought we had was to go to a double wall box not only to help with overall structural strength but add to the exterior thermal boundary.

Let me know any thoughts you may have ...

Craig

Dry Ice	Ice Packs
Dry ice requires more air space in box. Thus, larger boxes, smaller product inside.	More ice packs (Ave. 80¢ ea) add wt, but w/snuggly fitting packaging to eliminate air, less ice needed.
2-5 lbs of dry ice for ea package. (lighter)	TBD – Our largest ice pack is 48 oz x 4 = 192 (12 lbs) That’s if we need to use 4 giant ice packs. (heavier)
Stryros add wt. & larger sizes can dim out on the scale.	Smaller packages won’t dim out on the scale.
Dry ice regulations are dicey for air shipping. >5lbs dry ice per package.	Ships 24-48 Air, no special regulations.
Requires special space in WH	Can assemble in any designated area in WH
Requires special handling & equipment, ie. Goggles, gloves, coats.	No special gear required.
Best for hot weather.	Iffy in extreme heat.

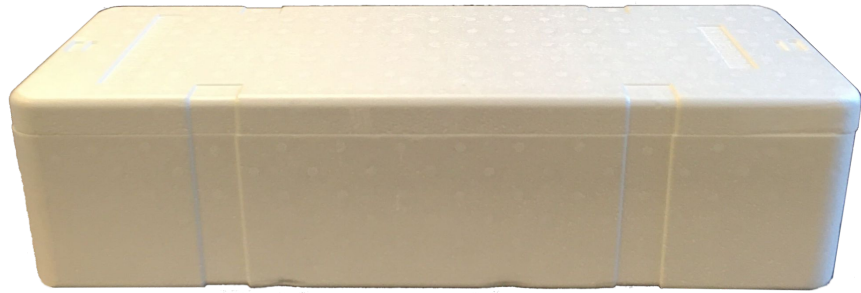


Medium: 17W x 6H x 11.25D

ORDER FROM MICHAEL SAKSHAUG (9/21/21)

LARGE - 23 ½ x 9 1/8 x 6 **\$5.00ea**

MEDIUM - 17 X 11 ¾ X 5 ¾ **\$4.00ea**



Large: 23.5W x 6.25H x 9D

for **SUPREME LOBSTER**

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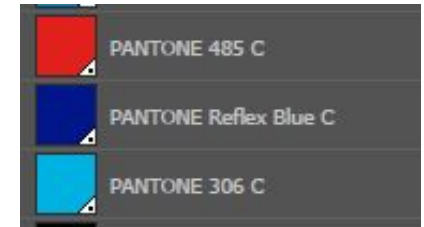
CPG.IO | SUPREME LOBSTER OUTER SHIPPING BOXES

COMP 4 REV_1

by K. Razzi

3/C printing outside. Lg Box: 23.5 x 6.25 x 9"

QTY 400 @ \$5.15 each = \$2060.00



for **SUPREME LOBSTER**

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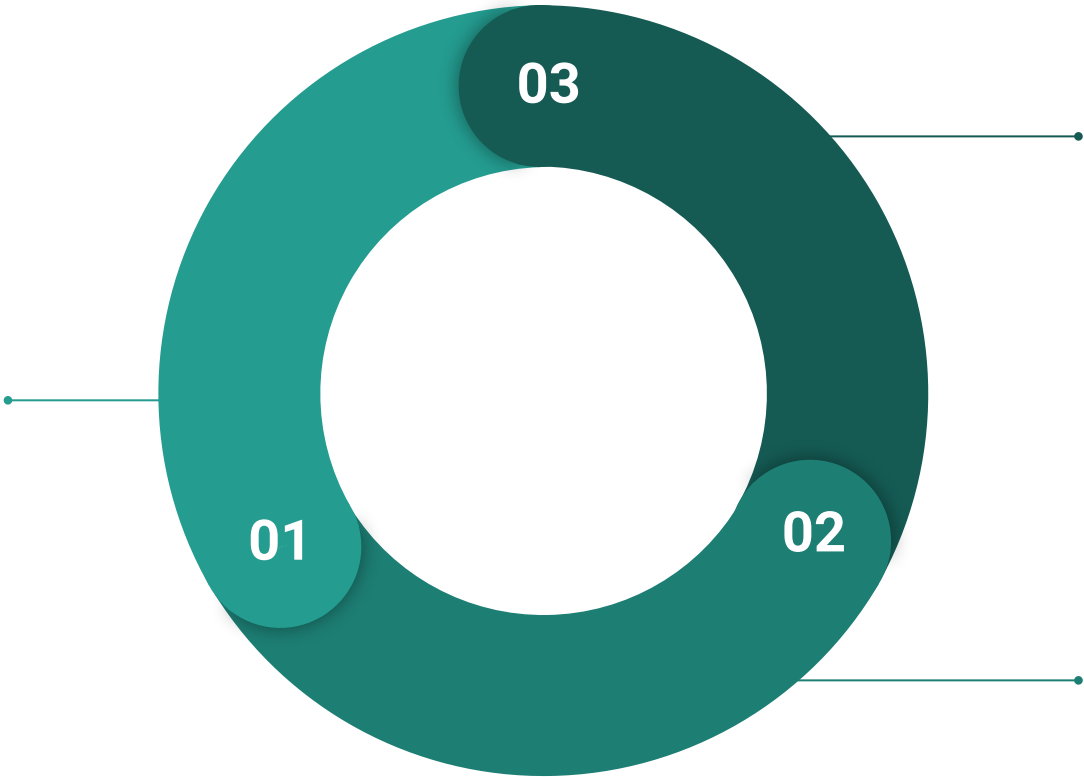
Per Steve Higgenbotham, GM

Order Day / Cut Off Time	Order QTYS in cases to Supreme from CPGIO	Delivery Product to CPGIO by 10am	Pack Order / Start at 10am	CPGIO Outbound Ship Order	Customer Receive Day
Mon/Tues by 6AM	Tues by 7AM	Tues	Tues	Tues	Thurs
Tues/Wed by 6AM	Wed by 7AM	Wed	Wed	Wed	Fri
Wed/Thurs by 6AM	Thurs by 7AM	Thurs	Thurs	Thurs	Sat
Thurs/Fri by 6AM	Fri by 7AM	Fri	Fri	Fri	Mon
Fri/ No cutoff time this day	Mon by 7AM	Mon	Mon	Mon	Wed
Sat/ No cutoff time this day	Mon by 7AM	Mon	Mon	Mon	Wed
Sun/Mon 6AM	Mon by 7AM	Mon	Mon	Mon	Wed

Supreme will make daily deliveries to make sure there is enough inventory for orders.

Woo Orders Scrubbed

At 6AM on Mon/Tues/Wed/Thurs
CPGIO will "scrub" orders and
relay inventories needed to
Supreme by 7AM

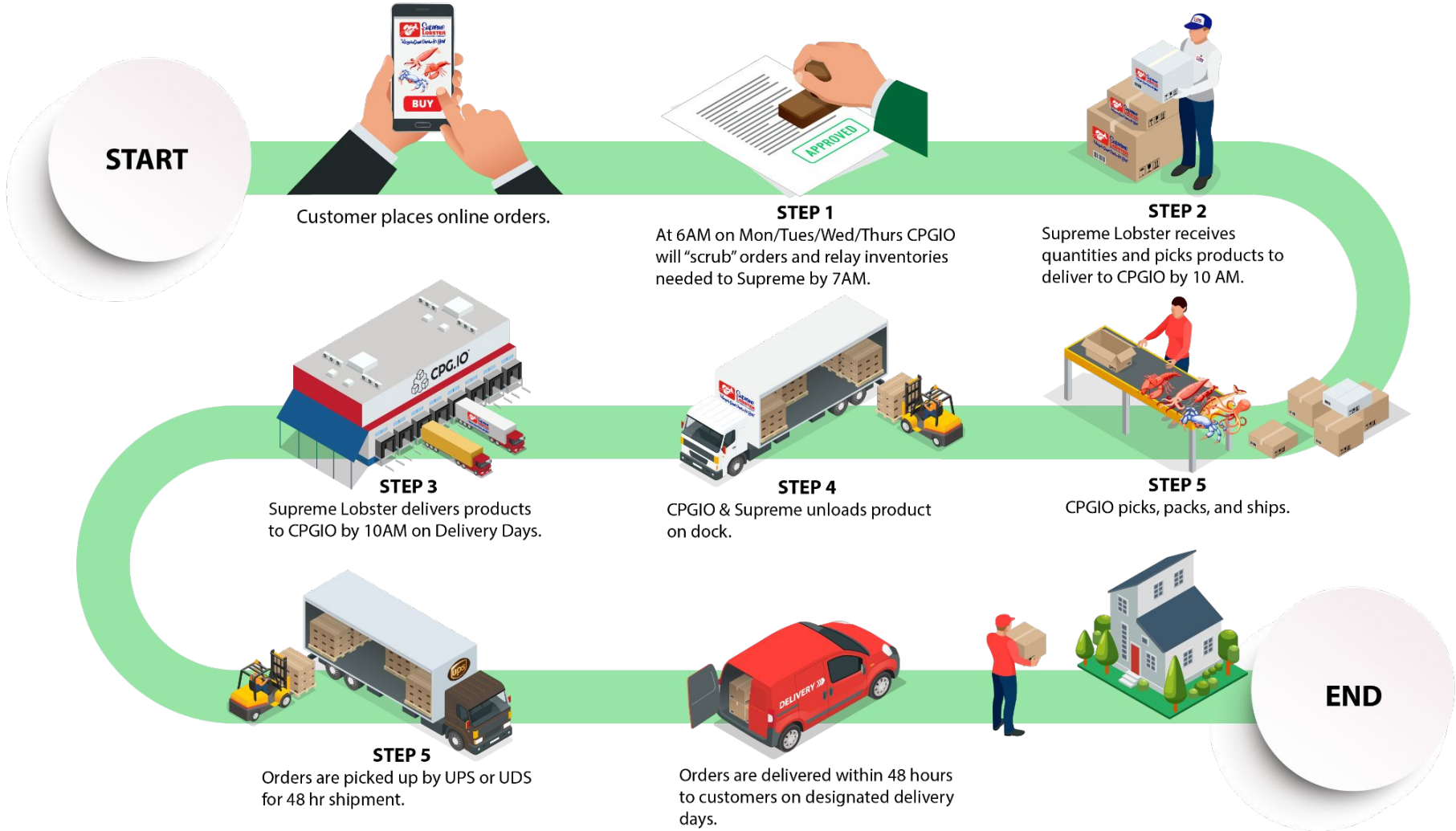


Pick, Pack, Ship

CPGIO fulfills orders and packages
remain right at the door ready to ship out.

Supreme Lobster Delivery

Supreme Lobster arrives on our docks at
10 AM with selected inventory and dry
ice.



for SUPREME LOBSTER

[CONFIDENTIAL]

AS OF 10.15.21 PER SHARON LECKRON

- Shipping
 - [Michael Doll](#) to review zones and transit time map with UPS to see if we can add more states to ship to
 - Currently active states: Indiana, Illinois, Ohio, Michigan, Wisconsin, Iowa, Missouri, Kentucky, Pennsylvania
 - Not charging shipping for orders under \$75

SHIPPING ZONES LISTED BY WHOLE STATES NOT BY ZIP CODE.

AS OF 10.18.21 PER SHARON LECKRON

Resolved items:

- eTail fixed the orders not flowing into the system, there are now 2 orders that are in eTail. The test order #16942 under John Holby and a real customer order #16944
 - #16905 I cancelled since it's an old order and waiting for supreme to confirm it can be closed
- Supreme confirmed this morning we can do 50 in stock of each item, inventory has been updated on Woo so all the products are available for purchase now
- Handling fee of \$14 is now getting added to orders again
- Added back the \$20 flat shipping fee or order under \$75
 - @Shashank Gupta can you add in the UPS API rate calculator in the future?

Open items:

- @toni.higgenbotham@cpgio.com to confirm her changes in AvaTax worked on future orders
- Need to review the cost increases and sell price increases with Supreme team
- @TJ Murray has some suggestions for improvements on their homepage we can review with them on our next call
- @Michael Doll to review zone and transit times to see if there's more states we can include
 - Current states allowed to order are: Indiana, Illinois, Ohio, Michigan, Wisconsin, Iowa, Missouri, Kentucky, Pennsylvania

Our Customer Service Mantra

- Do your due diligence first.
- Respond quickly and accurately.
- Always follow up. Checking back with **customers** shows good manners.
- Listen. Customers appreciate when you truly listen to them.
- Be honest.
- Be empathetic.
- Relationships over revenue.
- Learn from your mistakes.
- Share knowledge with fellow CSRs.





Supreme Lobster's Team will handle the the following inquiries and forms of outreach:

- Product Information
- Allergen Information
- General Company Inquiries & Feedback
- Wholesale
- Partnership & Donation Requests
- Media Requests

for **SUPREME LOBSTER**



The CPG.IO CSR Team will be focused on logging customer calls and emails eDesk:

- Field Calls, 8 AM to 4:30 PM M-F CST
- Report unusual incidents of urgent nature to the Supreme Lobster Team.
 - Call Supreme Lobster immediately
- Tend to eDesk Tickets assigned to CPG.IO
- Tend to Ring Central, if service is requested.

[CONFIDENTIAL]

The logo for edesk, featuring the word "edesk" in a bold, dark blue sans-serif font. A light blue horizontal bar is positioned under the letter "e".

Customer Service
Management Software

The logo for RingCentral, with "Ring" in blue and "Central" in orange, both in a bold sans-serif font. A small orange Wi-Fi symbol is above the "i" in "Ring".

Leading all-in-one team
messaging, video conferencing,
and phone calling solution.

The logo for etail, with "etail" in a grey sans-serif font and a blue circle containing a white bar chart icon to the right.

Our ERP where we manage all of
our inventory from one central
catalog and order processing
through to shipping.

The logo for Woo, featuring the word "Woo" in white, rounded, sans-serif font inside a purple speech bubble shape.

CSRs will use Woo Commerce
to look up customer orders to
issue refunds and customer
contact info.

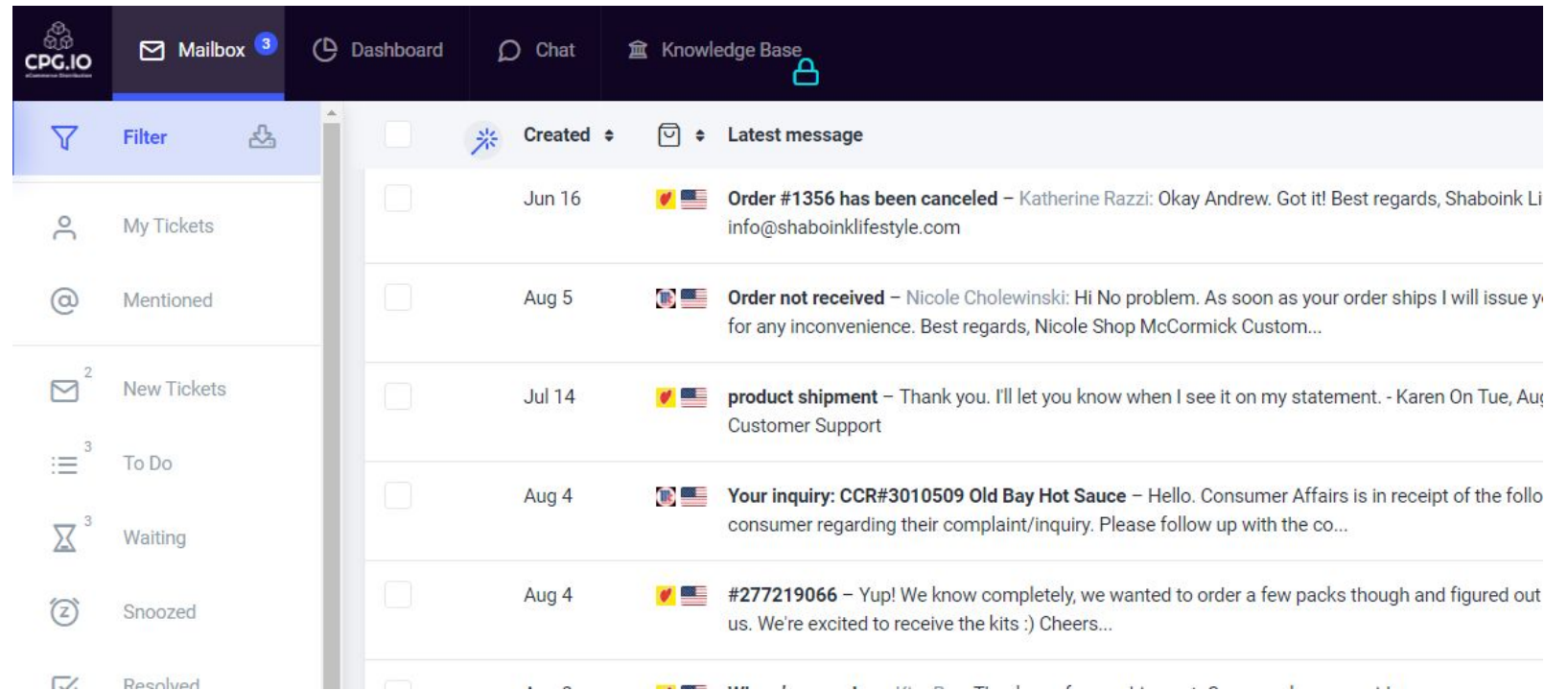
The logo for monday.com, consisting of three slanted bars in pink, yellow, and green, with the text "monday.com" in a bold, black sans-serif font below them.

Our main staff's project
organizational tool that invites
client's to view progress and
report algorithms.

eDesk tickets are categorized to better understand the patterns and challenges of customer service. Here are some common Ticket Types we organize and manage in our eDesk and Zendesk accounts.

Types of Tickets:

- Cancellations
- Order Query
- Return Query
- Product Detail Query
- Price Query



for **SUPREME LOBSTER**

[CONFIDENTIAL]

Customer queries using the “Contact Us” form will be directed to eDesk for a CSR to respond.

- OR -

The “Contact Us” form can also be used to forward customer queries regarding product to the Supreme Lobster Team while the CPG.IO CS Team’s support email can be listed separately as only for “order inquiries.”

For order queries, please contact customerservice@supremelobster.com.

Supreme Lobster Customer Service:
630.402.6220

The image shows a screenshot of a "Contact Us" form. At the top, the title "Contact Us" is centered. Below the title, there is a note: "If you have an order inquiry, please use the below form." followed by the address: "Address: 1150 N. Swift Rd., Bldg. A, Addison, IL 60101". The form consists of three input fields: "Your name", "Your email", and "Your message". The "Your message" field is a larger text area. At the bottom center of the form is a button labeled "SEND MESSAGE".

RingCentral®

- Direct line with assigned CSR(s) for either a toll free or local number.
- Call queue set up for personalization and efficiency.
- Call log and performance reporting available.
- Voicemail to text when audio allows.
- Wav and mp3 customizations where applicable.



for **SUPREME LOBSTER**

[CONFIDENTIAL]

The “Legals” for the website:

1. Refund Policy
2. Privacy Policy
3. Terms of Service
4. Shipping Policy

These items must be fully reviewed and agreed to prior to launch.

Shopify has built-in templates, but clients may have their own privacy policies or terms of service. However, the refund and shipping policies must be coordinated with the CPGIO team so that we are all aligned.



The shipping and returns policies page has additional methods of contacting us as well as pertinent ordering information, such as credit card failure and tax information.



The policies are reviewed by the client before finalized on the website. We also state, "Our policies are subject to change without prior notice."

for **SUPREME LOBSTER**

SHIPPING POLICIES

We ship orders every Monday through Thursday for second day shipping. Orders are delivered within 48 hours once shipped. When your package ships, we will send an email with a link to track it.

ORDER PLACED	Monday	Tuesday	Wednesday	Thursday	Friday
DELIVERED ON	Wed. Delivery	Thurs. Delivery	Fri. Delivery	No shipping	No shipping

CUSTOMER SERVICE

If you have any questions about your order, please contact us at orders@supremelobster.com or call us at (630) 402-6220 Monday - Friday, 8:00 AM – 4:30 PM CST.

Please review the checkout page before you submit your order. You pay all shipping and handling charges specified during the ordering process. Title and risk of loss pass to you upon our transfer of the products to the carrier. We are not liable for any delays in shipments.

CREDIT CARD FAILURE

There are many reasons for a failed credit card transaction. Your card information may have been entered wrong, the card may have expired, reached its limit, or a malfunction may have occurred with the credit card processing system. Please double check your information. If you continue to have problems, please contact our Customer Service Monday through Friday, 8:30 AM - 4:30 PM CST, or email ecom@supremelobster.com. Please provide any error messages you may have received.

CANCELLING ORDERS

To cancel your order, please contact Customer Service at ecom@supremelobster.com, Monday through Friday on the day that you placed your order. Due to our desire to promptly ship out customer orders, we cannot guarantee that your order can be cancelled. However, we will make every effort to cancel your order provided that it has not entered the shipping process.

SHIPPING DESTINATIONS

We currently ship only to destinations within the contiguous United States. At this time, we are only shipping to the following states: [IL](#), [MN](#), [ND](#), [SD](#), [NE](#), [KA](#), [OK](#), [AR](#), [MI](#), [TN](#), [IN](#), [WI](#), [MO](#), [OH](#), [KY](#). We do not ship to Hawaii, Alaska, FPO or APO locations.

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As an additional nicety to shipping lobster and crab, we are going to include a free, cooking guide. This is a 4 page, folded, 9" x 4.5" card. Approximately \$200 for 500 cards.



for **SUPREME LOBSTER**

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Inside spread. (pg 2 & 3)

Lobster Tails

No matter what method you try below, always thaw lobster tails if they are frozen. The most effective way to do this is by placing them in the refrigerator for 24 hours prior to cooking. If you need them faster, you can thaw at room temp for a few hours, and if you need them right away thaw under running cold water.



2

Baking Lobster Tails

Preheat oven to 375°

Using a sharp, heavy chef's knife, allow the lobster meat to sit on top of its shell by cutting all but a small amount of the meat out of the shell, lifting it up, and placing it on top. Be careful not to cut the shell the entire length. Leave the tail flap one inch above the shell intact. This makes an impressive presentation!

Separate all of the meat from the shell, except for the intact area at the tail. Close the shell under the meat, allowing the meat to rest on top of it.

Season the tail any way you like it. You can use butter or olive oil, or even lemon and dill.

Cook the lobster tails 1½ minutes for every ounce of meat. This converts to 8 ounces for 12 minutes, 10 ounces for 15 minutes, and 12 ounces for 18 minutes at 375°.

Grilling Lobster Tails

You can cut the lobster tail in half for this method or leave it whole.

Set the grill to medium heat. If using charcoal, scatter the coals to create one area of intense heat and one cooler area.

Brush the lobster tail meat with olive oil or melted butter. You can also season with your favorite flavorings, such as lemon, minced garlic, salt, pepper, etc.

First, with the meat side down, grill for three to five minutes. Flip the tail over for another 3 to 5 minutes, being sure to remove the tail from any open flames to prevent burning. The lobster tails are done when the meat becomes opaque.

Boiling Lobster Tails

Leave the lobster meat in the shell for this method until it is finished cooking. Once it's cooked, cut the lobster shell from tip to tip to access the meat.

Use 6 to 8 cups of salted, boiling water for every 4 lobster tails.

Place lobster tails into boiling water and turn temperature down to a simmer.

Cook 1 minute for every 1 ounce of lobster meat. So, if you have 4, 10-ounce lobster tails in the pot, cook for 10 minutes.

Remove lobster tails from water, dry with paper towel, and cut the shells in the center from end to end using a sharp, heavy chef's knife.



Pan Searing Lobster Tails

Remove the meat from the shell by cutting lengthwise from end to end with a sharp, heavy chef's knife, being careful not to cut the meat in half.

In a pre-heated heavy skillet on medium-low heat, melt 2 tbsp. butter. (You can also use 2 tbsp. olive oil.)

Place the meat in a skillet and cook for approximately 3 minutes on one side, or until the meat on that side of the lobster tail is opaque. Flip the tail over and cook until just opaque. This may take less than 3 minutes, depending on the size of the tails, skillet and heat.



Steaming Lobster Tails

You can cut the lobster tail in half for this method.

Slip the tip of kitchen shears or heavy scissors into the middle of the hard, rounded side of each lobster shell and cut down all the way to the tail fin, being careful not to cut the meat. Place your hands on each side of shell and push down until tail pops about halfway out of shell. Rinse tails briefly under cold water to remove any grit or shell fragments.

Pour about 1 inch of water in the bottom of a large pot and bring to a boil. Add salt and place a steamer insert or rack inside the pot so that it is just above the water level. Put the lobster tails on the rack, cover and steam for 6-8 minutes.

Serve with butter & enjoy!

3

Back.

King Crab Legs

When you get your King Crab Legs home, they will already be cooked, glazed and frozen. The crab will have either been cooked on the fishing vessels or immediately upon landfall in order to preserve its fresh, delicious taste.

First thing to do is to place the crab in your refrigerator to thaw overnight (8-12 hours). The next day, it will only take a few minutes to prepare and to enjoy!

The following are some simple instructions on how to cook your crab legs. Most of these recipes are very simple and at most, require a reheat time of just 5-10 minutes.



4

Steamed/Baked Crab Legs

Baking king crab legs is the preferred cooking method for those who want to capture the flavor of herbs and lemon in the cooking process. Start by preheating oven to 350°. Place the crab legs in a shallow baking pan in single layers or on a rack. Place hot water in the pan, about 1/8 of an inch deep. Cover the pan with aluminum foil, piercing holes in the foil to allow the steam to escape and bake for 8 to 10 minutes.

Boiled King Crab Legs

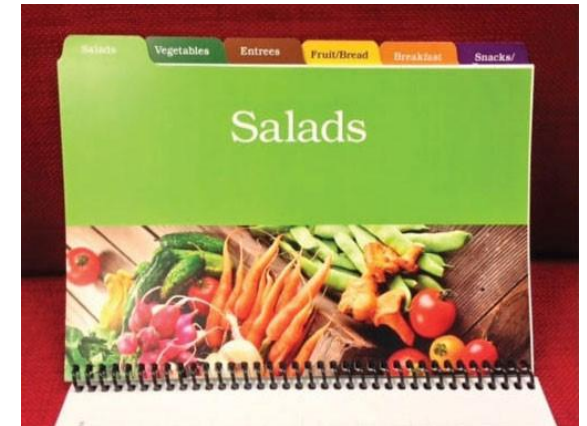
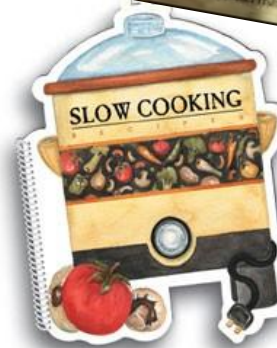
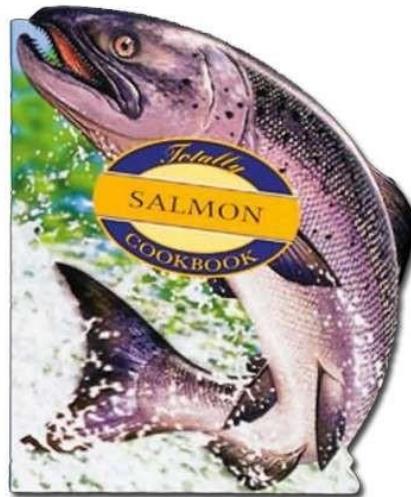
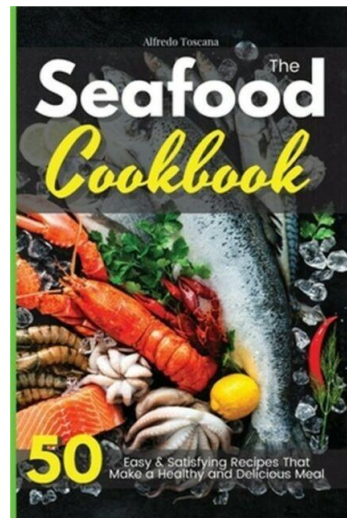
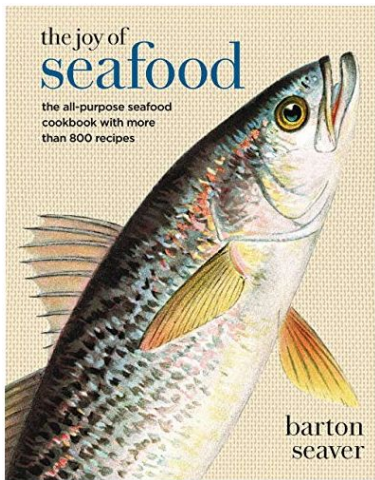
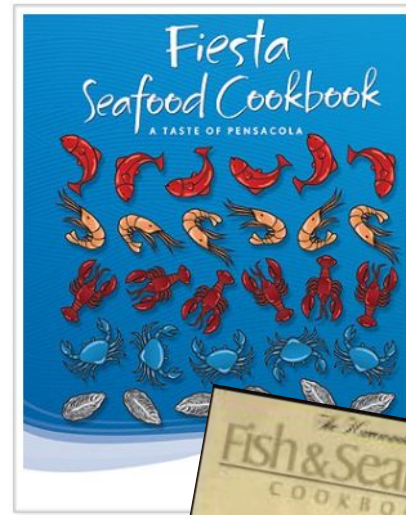
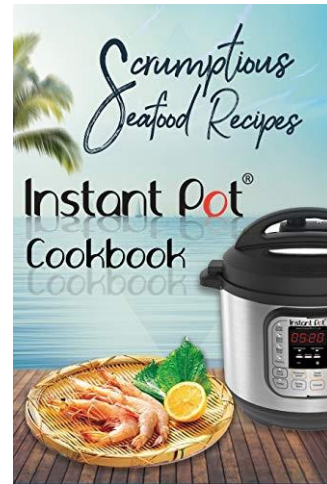
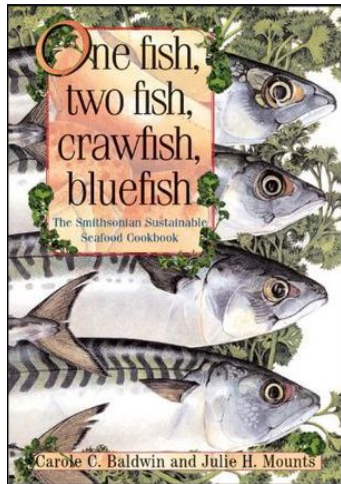
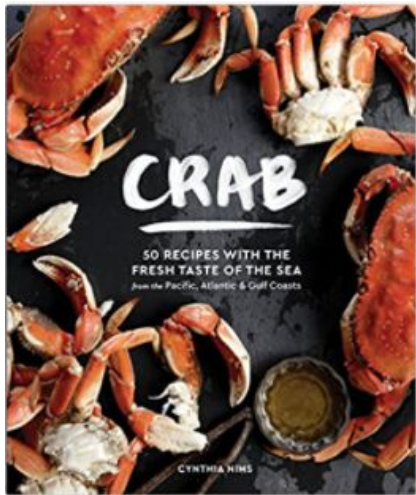
Boiling is a simple method for cooking king crab. To boil crab legs, simply fill a large saucepot half full of cold water and bring to a boil. Add a tablespoon of salt and the seasoning of your choice, if any. When the water begins to boil, add the crab legs and reduce the heat to medium. Allow them to simmer for about six minutes. Take the crab legs out of the water, rinse and serve.

Grilled King Crab Legs

Grilling is a fun way to cook king crab legs if it's warm out and you're planning to eat outside. To grill crab legs you need to brush olive oil on all sides of the crab legs to prevent them from sticking. Then place the crab legs on a hot grill of 300° for about 5 minutes. Turn over and cook for another 5 minutes until they are heated all the way through. Remove from the grill and serve with butter or sauce.

Now that you see how easy it is to prepare this sweet delicacy, get ready to start enjoying them as part of your regular diet!





for **SUPREME LOBSTER**

Professionally printed cookbooks can be sold separately on the Supreme Lobster site.

CPG.IO

| APRONS & TOWELS



for **SUPREME LOBSTER**

[CONFIDENTIAL]



View larger image



View larger image



for SUPREME LOBSTER

[CONFIDENTIAL]

11/16/21 - It was reported by the warehouse that several crab leg packages arrived with holes poked through the plastic bags they are packed in by Supreme Lobster. Is there a solution so this does not occur? CPGIO is concerned that crystallization will form on the legs from the dry ice, and customer complaints.



Here is a hole poked by one of the tips of the legs.

11/16/21 - Here are more images of the holes in the bags of crab legs we received.



for **SUPREME LOBSTER**

[CONFIDENTIAL]