

27 November, 2013

**To whom it may concern**

**Subject: Letter of recommendation – Danny Abramovich**

Dear Sir, Madam,

This letter is to serve as a formal recommendation to Danny Abramovich. When we first launched Nestlé Academy in 2007, we were referred to Danny who was among the first trainers in this supportive activity. Later, as we were re-branded as Nestlé Professional, Danny was further involved by serving as a trainer of strategic clients (HORECA chains) which are invited to visit our logistic premises. Furthermore, Danny has joined our online expert support service: <http://www.osemnp.co.il/Consults.asp?id=132> (Hebrew). In this service Danny covers issues of food and beverage cost control as well as menu engineering and operational performance, in favor of our active HORECA clients.

As we monitor the success of our supportive activities in-class and online, we can state that Danny's involvement in the above-mentioned NP services has contributed to a closer relationship with our clients, both SME's and strategic ones.

Based on the above and on Danny's international experience as a food and beverage trainer and consultant, we can firmly recommend his expertise.

If you should have any question regarding this recommendation, please do not hesitate to contact me.

Sincerely,

  
Yariv Ardon  
CBM ONP