



## Name Change And Corporate Overview

December 2007

Effective January 2008 Mantash International, LLC dba has changed its name to 40ParkLane, LLC dba 40ParkLane to better reflect its European heritage (see corporate overview below). Additionally it has changed its brand of gourmet nuts, toffees and chocolate barks from "Carolyn's Gourmet" to "Carolyn's Handmade" to emphasize the fact that these gourmet treats and gifts are still handmade in small batches to perfection. A new line of condiments has been introduced under the brand name "Gezellig". It contains specialty mustards, vinegars, herbs and peppercorns.

In 1998, the dynamic husband and wife team of Hans and Tracey van Putten co-founded Mantash International, LLC, a company with a strong European influence and a wealth of first-hand knowledge of gourmet food and non-food items. Mantash International, LLC would ultimately become 40ParkLane. Their intriguing original company name Mantash International, LLC represents an acronym for their two daughters, Samantha and Natasha. 40ParkLane alludes to the premise behind the van Putten's company: to produce, package, and savor delectable, gourmet food with exquisite packaging that make memories with friends and loved ones even more treasured.

Shortly after founding Mantash, the van Putten's acquired Carolyn's Pecans in 1998, from Carolyn Harby Schaeffer, the original purveyor of the scrumptious and award-winning Sweet & Salty™ Pecans. Mrs. Schaeffer's existing reputation for fine snacks was a wonderful fit with the van Putten's business, since their goal to marry their European flair for delectable food and artistically packaged products merged effortlessly with Carolyn's Pecans. They changed the name to Carolyn's Gourmet, to position the company for growth and offer a broader range of unique, high-quality food and non-food products to "those who truly enjoy the finer things in life."

The van Puttens immediate goal was to expand Carolyn's Gourmet's product line beyond nuts. This was achieved less than two years later, in 2000, when the company purchased Victorian Treats, a company that manufactured toffee in three flavors. Van Putten quickly realized that toffee would enable him to expand his variety of products while allowing him to partake in a larger share of the then \$14.7 billion snack market. The toffee line is currently sold under the name of Carolyn's Handmade. Carolyn's added its unique, mouth-watering chocolate bark to the portfolio of products, allowing the company to benefit further from the candy and chocolate segment of the snack market.

In 2007, the van Puttens changed the name of Mantash International to 40ParkLane, which represents far more than a name. It is Hans van Putten's childhood address, back in Bussum, The Netherlands, where his "knowledge and appreciation of delectable foods and drinks" was fostered. According to van Putten, both his own home and that of his grandmother, 32 Parklane down the road, "will always remain the original source of inspiration for good food and drinks in good company, in other words, good times." And, the numerous awards from distinguished sources, such as The Phantom Gourmet, The Boston Globe, and the New York Times, are a testament to his superior product and quest for true "gourmet."