



Organics Out West has an exciting announcement:

We are moving...and staying local!

As a result of some restructuring within our business and in close consultation with you, we have decided to downsize, and move to a wonderful new space in Glenmall, Glen Eden. The reason for this is that our current location is not conducive to good retail. Access is predominantly by car and there is poor visibility. Our new premises will be just a short drive away and there's plenty of parking.

We remain committed to serving the region of Glen Eden and its surrounding communities with a wide variety of healthy, certified organic food and will retain all the key aspects of our business that we currently offer, including our naturopath consultations.



We Need Your Support Please!

While our new location is very exciting news, as you can imagine, it is also a little stressful! As part of our restructure and shift, we will incur a cost that we do not have the finance and cash flow to cover. We need your help to cover the transition of

moving while ensuring all our suppliers and customers stay on board. This is crucial for our success.

We do have a plan for our clear pathway forward. As part of our restructure we have sought outside help, developed a refreshed business plan and budget and received a blessing from our bank. We are committed to stay local with you and have invested our life savings into the company. We are now hoping the amazing OOW community might like to get involved!

The Organics Out West story

Joanne, the founder of OOW, is a committed health practitioner. Joanne understands the link between the health soil, food and people and has over 18 years of practical experience. The overarching purpose of OOW is to bring the health benefits of organic and holistic health to the community of West Auckland by offering fresh local produce, associated food combined with expertise in naturopathy. Our vision is to be a recognised leader in holistic health in West Auckland. It is the best we can do to ensure and support New Zealand becoming an organic nation.



Organics Out West Kay Baxter talk August 2018

What next?

We are doing as much as we can right now to get the space ready. With your help we will be able to finance the transition phase, establish the new premises, shift our stock and facilities and provide an improved service. We want to do this in the end of January 2019, but now need to secure leases and start getting ready.

Hopefully we can achieve our funding target, (which will be awesome!). All we need is \$35,000.

What's in it for you?

We are not asking for an amount of money we cannot repay. We are committed to being as clear and transparent as we can possibly be and have put together a plan and a bunch of amazing rewards something we hope will cater to every Organics Out West fan.

Here is how it works. Using the pledge range below select the amount of money you would be willing to pledge. The greater the pledge for OOW, the greater the reward amount you will receive. We are creating a ledger and we are committing to pay back your generous pledge in kind at our new OOW shop in the form of a voucher. Given our need for cash flow however, we expect you to be able to redeem your pledge voucher at the beginning of April.

Should a voucher not be convenient for you, and you still wish to support us, we are very open to discussing a loan investment scenario.

We will be holding an open night to discuss our new plan, how it will work and answer your questions on the following evenings: refreshments will be provided.

- Friday 30th November Friday 7pm
- Saturday 1st December 6pm
- Friday 7th December 7pm

Our deadline requirement for funding is Friday 14th December.

Thanks so much for considering this request. Pledge to our campaign. Get a great reward. Please share the campaign with your friends. Thank you.

OOW Pledge Range:

Please note - all pledges receive an invite to our Grand Opening Party Evening! Woohoo!

\$50 Buy a voucher to use at new premises

\$100 Buy a voucher and also get 10% off when you spend the voucher at new premises

\$500 - Buy a voucher for \$500 to use at new premises

Plus 5% discount for 6 months.

10 x Free coffees to be redeemed in 2019

Invitation to Grand Opening Party Evening

\$1000 - Buy a voucher for \$1000 to use at new premises, maximum voucher redemption per day \$200

Invitation to Grand Opening Party Evening

One Free coffee every week for a year. Worth \$250

Two Small Vege/Fruit Box when you so choose

Free tickets any OOW workshop in 2019

1 x Birthday Hamper

\$2000 - Buy a voucher for \$2000 to use at new premises, maximum voucher redemption per day \$250

Invitation to Grand Opening Party Evening

One Free coffee every week for a year. Worth \$250

5 x Large Vege/Fruit Box when you so choose

Free tickets to any OOW workshop in 2019

1 year Magazine subscription to NZ Journal of Natural Medicine

1 x Birthday Hamper

1 x Swiss bliss Swiss kiss 6 pack

1 x Acebio+ 1.5ltr Water filter. Worth \$189

We will be in contact with you this week to answer any questions you may have

If you need to contact us please feel free to talk to Joanne or Samuel

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samuel@oow.co.nz

Your sincerely

Joanne Bromley

(Owner and Director of Organics Out West Ltd)