



The Host Protocol

To our current and potential Corner hosts, please find answers to many of your questions here. If you have any question that is not answered, or for any other reason, drop us an email, or give us a call directly. Good partnerships are built on good communication.

Please accept this document which also works like an "instruction manual" to become part of our agreement on how to work with and at our Hosts.

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I. Glossary of Terms

Host- Selected location where Corners of Time are available: Hotels, airline lounges, airports

Customer- Someone who purchases products from Corners of Time (used publicly)

Shopper- Same as Customer (used internally by Corners' staff)

Gift box- Corners' unique custom shipping box that shoppers fill up for one fair price

Tray- Corners' discrete display of samples & literature; the lid is a critical part of the tray

Corner- Corner's own brand dress system: Tray, supplies, samples, point of sale and other.

Tastings- An enticing experience in hospitality for Customers to sample our condiments

Sales- Using the Host's internet connection to purchase Corners' gift box

Corners' Representative- Person associated with Corners and dedicated to the Host's needs

Host Code: Specific number unique to each Host to track sales and pay the Host

Host Card: A business card-size card with the Host's name, logo and contact information on one side and the Customer's account (email address given) & password on the other side.

Receipt Card: The tri-fold receipt with the Host's card and gift certificate inside; it gives a record of the account holder's & the delivery address and other valuable information.

II. Our Relationship with and At Our Hosts

Our Hosts are carefully selected for their Customers to experience a new and exciting Service in Hospitality without the costs of purchasing goods, providing space and managing inventory.

Our aim is to discretely solve not create problems for you, our Hosts; we bring you value:

- The high quality of our products & service and our uniqueness in the international marketplace will impress your loyal customers, and of course, will help attract new ones
- We advertize you in the press, on our site and in your customers' billfolds and purses
- We offer tastings of the healthiest and tastiest products in the world
- We offer a convenient, fairly-priced and rewarding system of shopping & delivery in the US
- And we always offer your customer a gift.

Thank you Hind (Sofitel-Le Gabriel) for offering us the best comments: *“Though income that the sales would represent is a great incentive for our employees, the emphasis is more on the representation of a luxury product and the collaboration with a selective brand”*

We are a discrete “Corner” brand, even better than the Nespresso machine; our reps help your customer make a choice of award-winning products far better than coffee:

- Our Corners should be displayed in a discrete but visible location of your choice;
- We'll work with your needs and supply you with the right Corner;
- If space is an issue, we'll provide you with a simple tray which can quickly be moved into and out of selected locations such as the bar of the restaurant, the lobby or a table for a short tasting demonstration;
- If time is an issue, you can decide when to display our Corner. Empty times, such as 11:00a-noon before lunch service and 5:00p-6:00p before dinner service, are good for us: We prefer your customer to seek a Corner when you and your customer have the time to do so;
- We will train your staff or man the Corner for you at your simple demand;
- We welcome your input and accordingly adjust; **our guidelines are your feedback!**

Different Hosts have different requirements and, based on the above guidelines, we will tailor our protocol to each Host's specific needs.

Just ask.

III. Feedback from Our Hosts

We rely on you, our Hosts, to prepare a list of concerns and feedback:

Do we discretely fit? Do your Customers like our presence, look, service or product?

IV. Corners (Service) Product & Policies

The Corners are beautifully crafted wooden displays, with (future) imbedded terminals linked to our website, a tasting tray, supplies, literature and samples for replenishing the tasting tray.

- Your Customers will be able to sample and choose among individual products to go into the six-slot gift box, which allows for 6 bottles, 18 jars or a combination of products.;
- Your Customers can purchase by credit card only, through an internet connection;
- You will issue your first time customers a temporary customer card with your Host's unique code, which will tie them to you directly;
- Your first customers will earn an instant gift certificate (prepaid by Corners) to be used at your (Host) location;
- You make a percent of each sale as long as your Host's account is used; even when your Customers go home and decide they want to buy again directly, on line;
- The customer's purchase may be fully refunded or exchanged within 30 days of receiving the gift package;
- Each order is immediately followed up with a Thank You email (see sample below):

“Thank you for experiencing Corners of Time at your Host xxxxx.

You have purchased some of the best products in the world and, with it, 6000 years of History.

We encourage you to tell us all about it at customer.service@cornersoftime.com .

We appreciate your business; your satisfaction is very important to us. “

As you will hear us say, over and over again, we will solve problems not create them, for those who share in our Corners of Time™: To sell our products, you don't pay – you get paid. Your customers don't carry it home – we deliver!

V. Protocol for Tasting & Samples, Maintenance and Supplies

1. Tasting and Samples:

Try and limit to 2 tastes per person

Use a new tasting cup for each tasting – do not mix oils

Customers will help themselves to food items with toothpicks

It is our representatives' duty to make sure that the samples are readily available

Suppliers in the same area as our Hosts should provide free samples and demonstrations

Food items should be purchased frequently in order to be as fresh as possible

Be Creative! Have Fun! And always, supply the freshest ingredients to sample the products and explain that Zaatar can be used on just about *ANYTHING* – *pizza, fish, chicken, steak, vegetables, pasta etc!*

IN THE US ALWAYS SAMPLE ZAATAR & EVOO

One Spoonful Zaatar/olive oil mix placed in each plastic tasting cup with cube of bread

OTHER FOOD COMBINATIONS:

Drizzle sample olive oil over fresh tomatoes + basil in bowl

Fresh Feta cheese with a sprinkle of Zaatar on top

Fresh sliced cucumber and tomato salad with sample olive oil drizzled on top

Cooked spiral pasta with a little olive oil and sprinkle of Zaatar

Fresh Pita bread

Fresh Mozzarella

2. Maintenance

Keep the Corners' area neat and organized

At the end of each day: Wipe down & clean the tray, rinse the pour nozzles, fold the table & cloth and store it all. Seal the samples and store in an air conditioned environment. Store food items, including Zaatar, in an airtight container and refrigerate.

3. Supplies:

Corners' Tray

Internet Connection Vehicle – iPad, laptop, desktop

Corners' receipt booklets with Host's card and gift certificate

Brochures / Business Card

Samples for Tasting

Taster cups, toothpicks

Napkins

Black Tablecloth

Tasting Table

Small Wastebasket

Sample (gift for customers)

VI. Process: Sip-Click-Delivered

Your customers will be able to easily sample & purchase our unique & exclusive gourmet products. All you need is an internet connection and it's as simple as “*Sip, Click, Delivered!*”

SIP

Before buying, customers taste and experience the Mediterranean's finest products hand-selected by us.

CLICK

With a click at our Corners, or anywhere online, they will configure their custom Corners of Time's gift set for the fair price of \$49.95, \$74.95 or \$99.95 delivered.

DELIVERED

All of our products are neatly and safely packed in individual Corners of Time boxes and are delivered anywhere in the continental US within days of ordering - duty-free if purchased outside of the United States!