

Monk Made

January 2019



MONKMADE

Refresh your mind.
Refuel your body.
Quench your thirst.

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Mission Statement

Monkmade's mission is to provide the highest quality all-natural monk fruit infused beverages with delicious flavors, while maintaining an honest commitment to incorporating healthy, nutritious ingredients with environmentally-sustainable business practices. Not only do we strive to create memorable experiences for our customers, but we also seek to improve society through consumer education with a focus on long-term health and well being.



Trade Show

On January 28th a select few of our executives took MonkMade to new heights at a local trade show. The trade show was only one day long and it had our company competing in the Florida Business Plan Competition. Our company stole the show and took home the 2nd place title at our very first competition! We were also very successful in making about \$4,000 in sales. We cannot wait to take our company even further at New York in VE Nationals!



Company Updates

Company updates were given by each executive on January 23rd during our company meeting. Below are each department's individual reports:

Human Resources Department

Went over the employee handbook, our three different insurance policy options, and our 401K plans. Fun fact: Monk Made will match our employees contribute to a 401K plan at up to 3%

Marketing Department

Discussed their no sugar week challenge and how they partnered with other departments to create more promotional content.

Finance Department

Due to a technical error our finance department discussed how they had to fix QuickBooks. This past month they also filled out a W2 form for all employees to fill out their taxes.

Information Technology Department

Working on making the labels and banner for the trade show, that is happening on January 28th, and showed some examples to the employees. They also updated the website to have the most current and accurate information from Monk Made.

Sales Department

This department is creating a contract with Broward County Public School and creating a portal ad

Administration Department

This department has continued to work on social media, the company newsletter, and emailing potential customers.



Industry Events

In the United States added sugar is a constant burden on everyday consumers due to the amount of companies that flock to this type of production. Due to this a new study performed by Healthline has concluded that added sugars equate up to 17% of total calorie intake in adults and 14% in children. The article goes on to say that most professionals recommend less than 10% of sugar in your diet in a day.



Given the difference in these numbers it is clear that

this leads to a number of health problems when consumed over a long period of time. These health problems can include and to an increase risk of heart disease, diabetes, cancer and depression.

Depression and diabetes can be seen in obesity as well, which is also a health problem that is a derivative from an



increase amount of sugar intake. Not only is just an excessive amount

of sugar bad for you but limited amounts a sugar called fructose is even worse.

Fructose is found in sugary beverages and starchy foods across the food and beverage industry worldwide. These adaptations of natural sugar are harming its consumers each time it is consumed. This is why at Monk Made we are driven to make all natural beverages with natural sweeteners to provide our consumers with the best product available.



VS



Sugar Awareness Week

DID YOU KNOW?

Liquid sugar is the largest source of added sugar in an American's everyday diet.

These liquid sugars are found in sodas, energy drinks, sports drinks, juices, etc.

Starting on January 14th, it is National Sugar Awareness week. The Marketing Department has challenged our employees to remove all artificial sugar from their diets for the duration of this week. In order to display our commitment to a healthier America, Monk Made is challenging our customers to do the same.

Employee of the Month



Our December employee of the month is Brett Bartel, his job is Controller here at Monk Made. He has gone above and beyond this month and shown an incredible work ethic, Keep up the great work!

Upcoming Events

All February: New Logos for Heart Awareness Month

Our company will be adding a new temporary logo to our bottles to show our unwavering support for Americas Heart Healthy Month. On 25 random bottles, there will be a heart on the bottle. An exclusive heart bottle will come with a gift certificate toward Monk Made for future purchases. This gift certificate will be \$100. This will hopefully boost our sales and show our commitment to a heart-healthy America.



All February: Social Media Messages

Throughout the month of February we will be posting various social media messages so that our customers will be informed about all that is happening within Monk Made. Some of these posts will include photos of fellow employees along with promotional content for our viewers to see. Keep an eye out for these new updates.

