

January 2, 2004

Valley Rich
Customer Relations
3621 Aerial Way DR
Roanoke VA 24018

Dear Customer Relations:

On a recent trip to a Durham, North Carolina Kroger store my mother purchased a quart of your Valley Rich Fat Free Milk for me. I had never seen your product before, but I'm happy to say that the milk is quite good.

As I open and close the refrigerator door each day, I am oddly drawn to your bottle of milk (even though I normally only consume yoghurt and other soured dairy products) and keep craving a large glass of it. At first, I thought that I lacked protein or Vitamin A or D in my diet, but the foods I eat are quite balanced and I take a multivitamin every day. Then I realized... Your bottle shape is oddly small, squat, and bulbous and obviously was designed to evoke the shape of a breast. Your product design is effectively geared towards latent childhood imagery of all adults, playing on their innermost thoughts, on their very ids, to sell Valley Rich as the wet-nurse of the masses. But I applaud you on your marketing ploy. In this innately capitalistic society, you and your product are the embodiments of the tumescent mother's teat of prosperity.

Sincerely,

Kristina Killgrove
6 Tiffany Place
Durham NC 27705