
media kit



bistro**MD**

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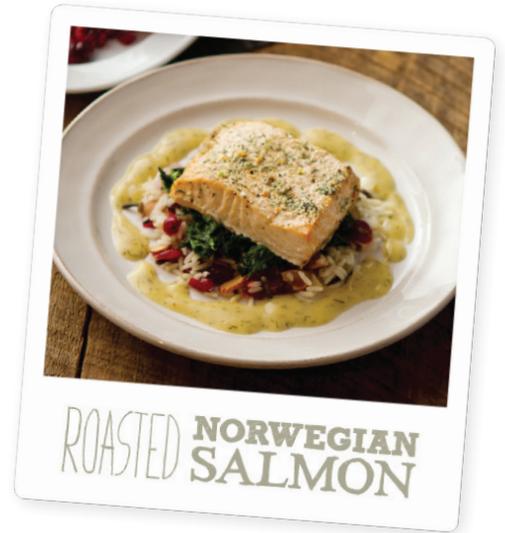


welcome to bistroMD!

"Dieting is hard," said Caroline J. Cederquist, M.D., the nation's leading bariatric specialist who has helped tens of thousands lose weight through metabolism correction. "If it is not done correctly, dieting can commonly lead to reoccurring weight gain and loss of important muscle mass needed to stay healthy. I often hear patients say that they are starving themselves or eating foods that aren't satisfying them; yet they are still not losing weight or they are gaining it back faster than they lost it," explained Dr. Cederquist.

Dr. Cederquist acknowledges that the only way to get people to eat right is to make losing weight taste good. Often times, she finds that her patients do not have the time, energy, or knowledge to lose weight on their own. "People don't always understand why they've gained weight, they just want to lose it. Without understanding the mechanisms behind their weight gain, these people are unable to cure the underlying metabolic condition that is often its cause," she said. Dr. Cederquist, "The MD" in bistroMD, teamed up with her husband, Ed Cederquist, "The Foodie," to enlist the help of award-winning chefs to whip up delicious entrees based on her innovative metabolism-correcting nutritional foundation.

Most people who are strapped for time don't have the patience to prepare three meals a day, five times a week. They certainly don't have the capacity, or knowledge, to cook with any sort of weight loss science in mind. They eat out, order in or buy prepared meals. "People who love food have a high standard. They want fresh, quality and flavorful meals that don't make them 'feel' like they are dieting or that they are unsatisfied. When people see our portions for the first time, they are amazed. Getting thin is not about eating less, it's about eating smart," said Mr. Cederquist, CEO of bistroMD.



BistroMD was conceived from Dr. Cederquist's real-life experience working with patients who have struggled with their weight their whole lives and are sick of fad diets, misinformation and mixed messaging on how to lose weight and keep it off. They are hungry for a lifelong solution that tastes delicious and satisfies their appetite for real and fresh food.

"We would not offer something for our members that we would not eat at our own dinner table," says Mr. Cederquist, who happens to have a complex palate and exceptionally high standards when it comes to taste and freshness. This is why bistroMD's fresh frozen method is actually fresher than food that is prepared to order. The food is cooked and prepared the day it is selected, unlike the food typically served at restaurants that is often three or more days old.

With the convenience-centric working professional in mind, bistroMD delivers fresher than fresh delectable entrees right to one's door. The care given to every entree that the bistroMD chefs create, coupled with an individualized and ongoing consultation with one of bistroMD's Registered Dietitians, is a winning combination in achieving safe, successful and educated weight loss without feeling deprived of great taste.

EDITOR'S NOTE:

For more information about bistroMD or to arrange an interview with Caroline J. Cederquist, M.D., please email pr@bistromd.com or call 866-401-3438.

Dr. Cederquist— *the M.D.*

Caroline J. Cederquist, M.D., is a busy family woman, devoted to her husband and four children. She is also the medical director of bistroMD and the Cederquist Medical Wellness Center, as well as a versatile media expert covering healthy eating and living. She is equally committed to helping men and women who are struggling to lose and maintain their weight and the promotion of wellness for everyone.



Dr. Cederquist has appeared as a weight-management expert on national television, as well as the contributing medical editor on medical and nutritional issues on NBC-Ft. Myers for the past five years. She is also the author of the best-selling book, “Helping Your Overweight Child.”

As one of only about 250 doctors nationwide to have achieved board certification in bariatrics—the specialty of medical weight management—Dr. Cederquist knows the difficult reality people face in trying to develop healthy eating habits and manage their weight: The truth is we want to enjoy real food and delicious dining, but eating right is a lot of work, and we need practical simplicity that fits into our already busy lives. Too often, we end up resorting to quick fast-food convenience.

Faced with this challenge, Dr. Cederquist surveyed the available meal choices for her own patients, and she found the options severely wanting. After evaluating the field of available weight loss meals she came to the realization that none of the products on the market met her nutritional foundation for healthy weight loss. In light of this, she decided to start from scratch and founded bistroMD.

With her team of Registered Dietitians and award-winning chefs, Dr. Cederquist researched and developed the complete menus found in your bistroMD program. Prepared from the finest raw ingredients according to unique, original recipes, these delicious, high-quality meals are unparalleled for quality and value.

A native of New York, Dr. Cederquist was a stand-out from the start. A National Merit Scholar, she won a full scholarship to the University of Miami’s Honors Medical

Education program before even graduating from high school, and went on to complete both her bachelor’s and M.D. in six years. She was admitted to both Phi Beta Kappa and Alpha Omega Alpha, the medical honors society, for which she was later elected an officer.

Upon being awarded her M.D. in 1991, Dr. Cederquist was honored with the national Upjohn Achievement Award for “Outstanding Personal and Professional Qualities Deemed Most Valuable in a Physician” at graduation. She undertook her family practice internship at Fairfax Hospital, before going on to be appointed chief resident at the Medical College of Virginia and subsequently earned her board certification in family practice. Dr. Cederquist’s clinical work with patients of all ages gave her a comprehensive view of the average American’s health issues, and she observed that too many of the problems faced by her patients were directly related to their weight. This inspired her particular interest in bariatrics, the specialty of medical weight management, and she began the work to earn her board certification in bariatrics. She remains one of only about 250 physicians in the nation to have achieved board certification in the field.

Dr. Cederquist returned to Florida in 1996, and established her own practice two years later. In addition to her clinical work with patients, Dr. Cederquist often gives lectures for medical professionals and the lay public about weight-related disorders, and the entire complex of causes and consequences related to Americans’ burgeoning weight problems. Among many professional memberships, she counts as significant her election to the board of trustees of the American Society of Bariatric Physicians.

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Ed Cederquist – *the foodie*

Ed Cederquist, CEO of bistroMD, is better known as the 'bistro' or the 'foodie' in the dynamic duo of bistroMD with his wife, Caroline J. Cederquist, M.D. Mr. Cederquist, born and raised in Boston, studied business at the University of Massachusetts, where he developed a passion for entrepreneurship.



Continuously, Mr. Cederquist witnessed the common hardships in losing weight that a majority of his wife's patients experienced at her bariatric focused wellness center. Mr. Cederquist saw the need for a better way to help ordinary people lose weight and maintain a healthy, active lifestyle. He would hear Dr. Cederquist's patients complaining that other weight loss management programs were lacking in many facets. The information was scattered, the freeze-dried meals were less than appetizing or satisfying both in taste and portion, and there was little to no guidance during or after the process. Mr. Cederquist made it his mission to change all that. With his drive and commitment to find a better way coupled with a genuine love of food, he knew that with the help of his wife and her wealth of bariatric medical knowledge, bistroMD could ultimately affect millions in a positive, life-transforming way.

Mr. Cederquist was no stranger to weight loss issues. Coming from a family that constantly struggled with weight issues, he knew how difficult the process was and how much more goes into it than just those two empty words: 'diet' and 'exercise.' Dr. and Mr. Cederquist combined metabolism-correcting nutrition with fresh, delicious, generously proportioned meals prepared by award-winning chefs and approved by Dr. and Mr. Cederquist's keen palates, to create the meal plan portion of the program. They knew that the work did not stop there. So they created easy to follow and highly informative guidelines for each member to incorporate into their lives. And a Registered Dietician, trained personally by Dr. Cederquist, was made available to each member for free.

The Cederquists could taste success.

Mr. Cederquist's taste buds were correct. BistroMD has garnered national attention for its results and is helping thousands correct their health. U.S. pro fencer, Tim Morehouse, is a member of the program and credits his champion-level physical status to bistroMD's health-packed meals. As a former fencer, Mr. Cederquist knows how demanding the sport can be and revels in the fact that a renowned professional athlete representing the USA trains on the bistroMD program.

Mr. Cederquist credits the success of bistroMD to the undeniably fantastic team he works with, from the enthusiasm of the membership services department, to the phenomenal chefs to the brilliant Dr. Cederquist and her expert Registered Dietitians. Together, with his team, Mr. Cederquist is committed to creating an environment that empowers and engages people in taking ownership towards life-transforming wellness.

"You are a sum of all your past experiences in life. BistroMD is more than just a job for me, it is my passion and the reason I get out of bed every day," says Mr. Cederquist. And what's most important, "the willingness to stick with it."

Besides fencing, Mr. Cederquist loves cooking healthy, delicious food for his wife, two sons and two daughters, as well as sailing and scuba diving, activities easily accomplished near their Naples, Fla. home.

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why we do *what we do*



Inspiration to live better



The Joy of Wellness



The Love of Food



Caroline J. Cederquist, M.D., nationally renowned bariatric specialist and medical director of the Cederquist Medical Wellness Center in Naples, Fla., took action after hearing patient after patient had experienced the same difficulties losing weight. She realized that the options available in weight loss meals were not only unappetizing, they did not meet the standards of her nutritional foundation for healthy weight loss.

Growing up in a family that always struggled with weight management, Dr. Cederquist along with her husband, Ed Cederquist, made it their mission to uncover the reasons behind this struggle. Together, they created bistroMD, which combines this knowledge with nutritional food that tastes delicious. The bistroMD program promotes life-changing wellness, and helps people learn to incorporate eating right and staying active into their everyday lives, as well as into the lives of those around them.

“The most exhilarating part of bistroMD has been seeing the results, not only in pounds shed, but in the lives that have been transformed. Our members have credited us for helping them alter the way their entire family lives their lives. They explain how social gatherings are now focused on taking walks together or playing a sport rather than fixating on the quantity of food prepared or when the next meal is made,” says Dr. Cederquist. “Obesity has unfortunately become part of mainstream America. Teaching people appropriate proportions and how to balance the nutrients they eat is a large part of the fight against it. The lifestyle makeover is what we at bistroMD hope will generate a major difference.”

The way the bistroMD weight loss program works is members first choose their plan, selecting whether they participate in 5 or 7 days of prepared meals a week, which both come with the option of additional daily snacks. The plans range from \$129.95 a week (5 days without snacks) to \$179.95 a week (7 days with snacks). In addition, free dietitian support is offered to every bistroMD member. Each bistroMD Registered Dietitian is trained personally by Dr. Cederquist in her medical practice. Different dietary needs and preferences are taken into consideration and the food is prepared fresh and delivered right to each member’s door.

The final ingredient to bistroMD’s recipe for success is, for food lovers, in particular, the icing on the metaphorical cake – great taste. BistroMD’s award-winning chefs are recruited from the best culinary schools in the country, including Johnson & Wales and The Culinary Institute of America. They are dedicated to the Cederquists’ motto that taste and health can go hand-in-hand, which inspires the unrivaled level of quality bistroMD offers its members. All of their recipes are prepared to Dr. Cederquist’s strict nutritional requirements.

BistroMD’s one of kind weight-loss program can be purchased online, but experienced professionals are also more than willing to help potential customers by phone at 1-866-401-3438.

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