

Hi Dan,

Jess shared your email with me from last week. There seems to be some confusion created, perhaps, by too many intermediaries. I thought it would be a good idea to write you to clarify.

Jess is a friend that we hired as a consultant to launch the little boutique at Riad Laaroussa. The goal of the boutique is to highlight designers and artisans who are Moroccan or based in Morocco. We display their name, story and contact information so as to encourage guests to contact the creators directly for bulk and bespoke orders. What we sell in the boutique helps cover our costs and helps the creators liquidate stock. It makes zero money for Laaroussa.

I had the idea to reach out to you for the cleaning products having remembered something you had sent out last year. I thought your products might appeal particularly to our clients who have properties in Fez.

I understand that you made a condition that Laaroussa use your cleaning products before putting them for sale in the boutique. That is your right. We may or may not be able to engage with you on that. As Jess mentioned, Laaroussa has a strong commitment to environmental and social responsibility. Our main cleaning products are vinegar, baking soda and savon beldi. We purchase biodegradable laundry detergent, etc from a local Fez company. I understand from your message to Jess that you've looked at the ingredients in the laundry detergent and determined that they were not biodegradable as advertised. I rely on a little bit of research and lot on people's good faith. I'm happy to talk to you further about the ingredients, particularly because we use the same product at our house where the grey water goes directly into the soil.

Our objective in reaching out to you initially was for the boutique, with the idea that our commercial cleaning products were already environmentally responsible. Maybe we need to open that conversation up again. To be clear, Jess has no input, now or ever, on the products that we use in Laaroussa. In addition, she finishes her consulting with us in November.

I'm not in the habit of long emails but the tone of your email to Jess led me to believe that better communication is needed. You and I don't know each other well but I've enjoyed the few conversations we've had over the years.

All my best,

Sorry for the confusion. I misread the situation. No worries at all.

All my best,

Dan