

To: TejalRao@nytimes.com

Subject: For Tejal Rao: Exclusive on Sri Lanka Cinnamon Farmer, Isuru Fonseka

Ms. Rao:

In the early hours of the morning, Isuru Fonseka walks the length of his plantation, examining the trees to be harvested for the day. A spicy and sweet aroma covers the area and fills his nose. When Isuru cuts the first sapling, the smell explodes into the air, captivating all his senses. “When the scent is powerful, it means today will be a good harvest,” Isuru smiled. This tree is cut, stripped and cured, crafted into a common spice sitting in many of our pantries: Cinnamon. Once the batch is ready, it’s shipped to Chicago, Illinois where it is ground and added as a very important ingredient in a recipe: Kellogg’s Cinnamon Mini Buns cereal.

I think the story of Isuru Fonseka is ideal for the New York Times, specifically the food or culture section. I especially enjoyed your piece “A Delicious Link to Oaxaca in South Los Angeles”. Your feature on Ms. Romero and Mr. Martinez and their connection to authentic food was captivating. My hope is to tell Isuru’s story in a similar fashion.

Isuru Fonseka is a fifth-generation cinnamon farmer located in southern Sri Lanka, and his plantation is one of the largest on the island. Kellogg’s has a history with the Fonseka family, dating back to the early 1990s. The company imported cinnamon from Isuru’s father, Kasun, for the original Cinnamon Mini Buns cereal. This story embodies messages about global business, generational entrepreneurship and authentic flavors in Kellogg’s products.

We’re offering Isuru’s story exclusively to you for The New York Times. Isuru assured us his full cooperation and consented to any interviews, photographs and videos for the story. Additionally, I can connect you with Isuru’s staff and father. The Cinnamon Mini Buns brand manager also agreed to an interview.

I will call Tuesday, March 12, to follow up on your interest in Isuru’s story. You’re welcome to contact me sooner. Thank you for your time and consideration.

Sarah R. Baumgartner

Sarah R. Baumgartner
Assistant Account Executive, Krispr
Krispr
419-889-0016
baumgasr@miamioh.edu