

## Customer Acknowledgements & Comments

Appropriate words that may be expressed to a potential customer;

- How does the fudge look?
- See anything you like?
- Just like to point out, if more than one flavour catches your eye we have a special on 3 pieces. You can freeze them for up to a year!

Possible customer questions with suggested responses:

### What is the best flavour?

One of each!

### What do you recommend?

The chocolate and maples are always popular. It is more your own personal taste. They are all really good!

### Is this good fudge?

It's great! It is made with real butter the old fashioned way. Hand prepared on large marble tables. It is quality you can taste. There is a difference!

### Is it hard or soft fudge?

We try to maintain a medium texture. Like it harder take the wrap off and let it sit out for a while or even over night. If you like the fudge softer, in the microwave for 5 to 10 seconds makes it just right.

## Second Showcase?

An effective way to increase fudge sales and create a **professional presence**. Make the statement, **"We are in the fudge business"**. Small displays produce small results. Have a few items of a product and they will sit there. Create a massive display and the same product will seem to fly out the door.



Our display cases may be placed side by side to increase flavour selection to 24 or even 36 flavours!

Our showcases project that professional touch. Available in small, medium and large (9, 12 & 15 flavours), they have been designed to match up and be placed in series with any size showcase.



## Final Comment

We have been in the fudge business for over **30 years**. It is our goal to maintain the highest standard in producing the **finest gourmet fudge available**. We care for your success! Through customer support, quality service, competitive rates and fast processing of your orders we will do our part to assist in your growth. Together we can make a difference!

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## Useful Information

### Thank You!

..for choosing our company as your fudge supplier.

We take great pride in offering one of the **finest, gourmet fudges available**.

We maintain our high standards with consistent year round service. We are a caring small business. Assistance is just a call away!

### Display Suggestions

Eye appeal (presentation) is the key! This involves maintaining the flavour signs in their proper position, keeping the area neat, uncluttered, well stocked and dusted. **Check the customers point of view daily**. It is our experience that fudge placement is most attractive by **alternating** between **one dark** (chocolate flavoured) and **one light** colour in your fudge line-up. On multi-levels alternate the colour variation. Ensure the **first slice** (customer's view) has a **good appearance!** It is important to **rotate new inventory**.

### Location of Display

Location, location, location! The **closer the fudge display is to the cash register** the more effective in promoting **impulsive sales**. At approximately 6 to 15 dollars per sale and margins of 55-70%, it is **worth serious consideration** for a good location.



### Pricing

Our 180 gram fudge slice is suggested to retail from \$4.95 to \$7.95 per piece of fudge. If **competition is present**, in your area, take this into account. We recommend **similar pricing**. It is better to **compete with the quality of the fudge** (we can match up and excel against the best) rather than to provoke a price war. If no competition is present, we suggest the price of **\$5.95 per slice**.



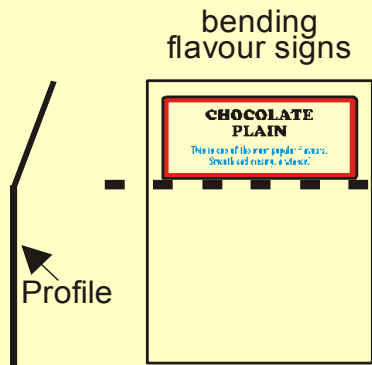
We strongly suggest you offer a special for 3 pieces of fudge. This improves multiple sales and will greatly increase your gross sales.

Couples or friends usually prefer different flavours. It is effective to make the customer aware of the special on 3 different flavours. Suggested comment; "May I point out that we have a special on 3 pieces." For customers that are buying two pieces, **ninety five percent** after this suggestion **will buy** that third piece.

We **DO NOT** recommend cutting the fudge slice in half and offering this as your minimum quantity. Total fudge sales will drop.

## Flavour Signs

The flavour sign package includes; flavour identification signs with description for each flavour, suggested retail pricing signs, and an ingredient sign. **Neat, correct sign placement** will help to **maintain a professional look** to your display. Flavour signs are best displayed if bent on the bottom line of the rectangle box frame (diagram below) to angle slightly back. Flavour sign placement in a showcase is between the first and second slices at the front of the display case, facing the customer. With no display case, placement is best between the last or second last slices. These signs are



laminated and may be carefully wiped clean.

**DO NOT** immerse in water.

Customers with a self serve display case do not require flavour signs. Unless they have chosen to go with back labelled fudge. In this situation a set of mini signs is supplied that can be attached with Velcro to the "lip" in front of each slice of fudge. Each piece of fudge has an attached label with flavour, description, ingredients and weight.

## Don't Miss Out!

During your **main busy season**, we **recommend maintaining a full display of fudge**. When half of your display is sold, rotate and replenish. By maintaining this full presentation your customers feel like it was just freshly made, **"let's get some now"**, rather than "how long do you think that's been sitting there!"

## Bag & Boxes

Ninety to ninety-five percent of the fudge that is sold is for direct consumption.



Gift boxes or fancy bags are not necessary, but definitely change the customer experience. Please call us we have the bags and boxes for you.

## Fudge Sampling

One of the easiest ways to increase fudge sales is **sampling**.

There are cost effective methods in not giving the product away. We recommend choosing one or two flavours and sample them. If a customer requests to sample a different flavour, your response may be, "we have too many varieties to sample all our flavours. We choose one (two) flavour(s) to sample, that you may appreciate the quality, texture and taste." A good choice is a fudge flavour that **feels firmer**. Soft fudge does not sample well. Unwrap the fudge and let it air dry so that it is not sticky. Then **cut strips to air dry** before cutting into small pieces. Offering them on a tray or plate is convenient (tooth picks should be used).

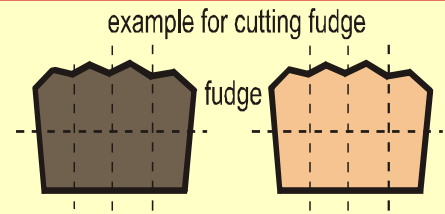
Sampling abuse by customers can be minimized by providing small portions and placing these samples behind the counter. Then **offering them** to a potential customer. Once a customer has tasted the fudge, it is **best to stay with them** (if possible) listening for a flavour they may wish to purchase. Stepping away makes it very easy for the customer to turn and walk away.

## Shelf Life & Zero Product Waste

Our regular fudge will not spoil, but it may dry out over time. Standard shelf life is 3 months. Factors that affect our fudge include: Time of year, cooking temperature, moisture content, how it is handled, heat, humidity and the desired texture. We try and maintain a medium firm texture.

For consumers that like their fudge softer we recommend 5 to 10 seconds in the microwave, works great! Like it firmer, remove all the wrap and leave it out for a while or over night.

If some fudge has been left unsold, we suggest making **"fudge grab bags"**. By cutting the leftover fudge slices into 8 pieces (diagram below) also cut a couple pieces of fresh fudge (totalling a variety of at least 5 flavours). Let this cut fudge air dry (a fan will speed up the drying) so that it will not stick together in the bag. Using a 2 lb.



Clear polyethylene bag mix in 16 pieces of fudge to equal approx. 1 pound.

The clear bag shows that the pieces are not crumbs and there is a **variety of flavours (DO NOT** write down the different flavours in each bag). Then twist tie the top. We suggest selling them for 50 cents to \$1.00 cheaper than 2 regular pieces of fudge. These grab bags **sell quite well. Zero product waste keeps that bottom line fudge profit healthy.**

## Website

Our Web Sites [www.brittles-n-more.com](http://www.brittles-n-more.com) or [www.thefudgery.ca](http://www.thefudgery.ca) may also be used to place your order. Monday morning we are very busy. If you have difficulties in reaching us or faxing your order, placing it online may be a convenient alternative. Please remember to order before **Friday, 5:00 p.m. EST** if you wish it shipped out the following week.5 (Shipping delays do occur around long weekends, holidays and summer months) (Western provinces plus NFDL must order before Wednesdays 5:00pm for next week delivery)

## Innovations

New flavours and new products come all the time. Innovation is our hallmark and it is what makes your bottom line strong. We have improved our effective purchasing power helping to maintain these competitive wholesale prices.

Your sign may read

