Taste of Success

ENRICHING CUSTOMER EXPERIENCES

HOLIDAYS AND RECIPE PAIRINGS [PAGE 4]
DONUT DAYS ARE HERE! [NEW FLAVORS ON PAGE 8]
IMPORTANT DATES [BACK COVER]
Welcoming the Holiday Season

The holiday season is one of my favorite times of year. It’s a time for celebration, family, reflection of the past year and a look ahead at what the new year may bring. It’s about embracing the ups and downs of the current year and preparing for the new year.

The Holiday 2021 edition of Taste of Success focuses on adapting to change, trying new things, and steps you can take to be prepared. On page 15, our Director of Customer Engagement, Danielle Rourke, describes how you can effortlessly transition between seasons. It’s a great read for anyone looking to get some helpful tips and tricks or to be reminded of what needs to be done as the cooler weather rolls in.

For some, the holiday season may mean business will begin winding down, while others may be focused on getting ready for the busiest time of year. Regardless of where your business may fall, these next few months are extremely important in gearing up for the new year. On page 6, our Executive Vice President of Sales, Ian Gerrard, provides some tips on managing the product and labor shortages many of our retailers are facing.
We are in this together, which is why Calico Cottage is always working to deliver the highest level of service and products. To ensure that our ingredients are superior in quality, Calico willingly participates in the Safe Quality Food (SQF) Program, a rigorous program recognized by retailers, brand owners and food service providers world-wide.

Following our recent annual audit, we are pleased to announce that we achieved our highest score to date and once again achieved a rating of Excellent.

You can have peace of mind knowing that Calico goes above and beyond to offer products and ingredients that meet and exceed regulatory food and safety requirements. Calico is the only Fudge and Nut ingredient provider in the industry that abides by the SQF guidelines and audits. That’s part of the Calico Cottage Difference.

Let’s chat!
Email me at mark@calicocottage.com
FOOD HOLIDAYS are a great way to drive foot traffic, increase customer engagement (both in-store and online) and to have a ton of fun with fudge! Along with the traditional holidays, there are plenty of food-centered holidays coming up that may align perfectly with your business. To help you plan your celebrations, we’ve come up with 4 ways to drive customer engagement, along with a list of different holidays that you can take advantage of this season.

WAYS TO CELEBRATE:

1. FEATURE FUDGE FLAVORS INSPIRED BY THE HOLIDAYS. There are so many days dedicated to beloved sweets and treats, you’re bound to find at least one that you’d like to celebrate. For example, for National Caramel Month in October, you could feature some fan favorite fudge flavors that include caramel. Our favorites are Caramel Coconut Delight and Caramel Chocolate Peanut. For National Chocolate Day you could try rotating in some chocolate flavors that you haven’t tried before like Dark Chocolate Caramel Sea Salt or Mexican Dark Chocolate.

2. OFFER FREE SAMPLES TO PROMOTE A FEATURED HOLIDAY FLAVOR. What better way to get people excited about your delicious fudge than to offer them a taste! Sampling helps to get customers engaged at the fudge counter and encourages them to make a purchase. Make an extra slab of a featured flavor and pre-cut it so that you’re ready to pass out samples quickly.

3. HAVE SOME FUN WITH DECORATING. Now is the perfect time to incorporate holiday themed decorations into your display. This season try making seasonal fudge to showcase and embrace the holiday season. Our Reese’s Pieces® Candy Fudge is a great transition from Halloween into Thanksgiving, while our famous Christmas Ensemble Recipe Collection is perfect for December (collection can be found on our website).

4. DON’T FORGET TO LET PEOPLE KNOW ABOUT THE FESTIVITIES USING SOCIAL MEDIA AND SIGNAGE AROUND YOUR STORE. If you’re planning something special for an upcoming holiday make sure to let customers know! Posting on social media that you’ll be rotating in a special flavor is a great way to promote your business and create excitement among your social media followers.
HOLIDAY AND RECIPE PAIRINGS

OCTOBER  NATIONAL CARAMEL MONTH

• 22nd – National Nut Day (Salted Nut Roll)
• 26th – National Pumpkin Day (Pumpkin Pie)
• 28th – National Chocolate Day (Chocolate Caramel Dream)
• 31st – Halloween (Candy Corn)

NOVEMBER

• 4th – National Candy Day (Caramel Chocolate Peanut...tastes just like a Snickers® Bar)
• 20th – National Peanut Butter Fudge Day (Tiger Butter)
• 23rd – National Espresso Day (Cinnamon Chocolate Espresso)
• 25th – Thanksgiving (Pumpkin Toffee)

DECEMBER

• 3rd – National Peppermint Latte Day (Chocolate Winter Mint)
• 12th – National Cocoa Day (Devil’s Delight)
• 24th – National Eggnog Day (Eggnog)
• 26th – National Candy Cane Day (Candy Cane)

IF YOU CELEBRATE ANY OF THESE FOOD HOLIDAYS, SHARE IT ON SOCIAL MEDIA AND TAG US @CALICOCOTTAGE
FOLLOW US ON INSTAGRAM: @CALICOCOTTAGEINC
The last few months have been encouraging and exciting for all of us. Businesses are continuing to reopen, and customers are once again enjoying their favorite shops. The journey to get to this point has not been easy. I have seen retailers display innovation and an incredible spirit to overcome challenges that no one could have anticipated.

These challenges have also brought unique opportunities to small businesses. As many of you know, consumers are only traveling domestically with a good amount of disposable income to spend. This means more traffic for your store and more people willing to purchase fudge, nuts, and your other products.

Feedback from my recent customer visits is that supply chain and labor are the biggest issues and concerns both now and for the future. I shared with everyone that I visited, that from a supply chain standpoint, Calico is in a very good position with at least a 6-month supply of fudge and nut mix in our warehouse. If you’re finding that your shelves are bare due to supply chain issues and you can’t get the products that you normally have, we have a few suggestions. Try complementing your fudge business with our best-in-the-industry, Glazed Nut Program. The combination of these two programs has been proven to produce more revenue and can help with filling empty counter or shelf space in your store (See page 13 for more information on how to get started). Another way to fill your shelves and generate sales is with unique novelty items, like our famous Fudg-Kist™ apples. On page 14 we introduce two fudgy friends to help you get started.

Like supply chain, labor remains a prominent area of worry. Some retailers are concerned whether they will have enough staff to open the doors, manufacture fudge or to even ring people up. My suggestion to those retailers is to try selling wrapped fudge.
Since the concept was introduced last year, we continue to hear positive feedback from retailers who have been stocking their display with wrapped fudge. Many retailers who have adopted this method mentioned that having staff wrap fudge at times when business is slow has helped them to prepare for busier times during the day. Wrapped fudge allows for quicker transactions giving your limited staff the opportunity to maximize their time during the day.

For more information about wrapped fudge or to receive a copy of our wrapped fudge guide, email me at ian@calicocottage.com and I’ll be happy to assist.
What’s better than cozying up with a delicious hot cup of coffee and your favorite donut? Enjoying your coffee with **DONUT FUDGE**!

Introducing the Donut Collection, inspired by a Calico Classic, **Jelly Donut Fudge**. We’ve spent countless weeks in the kitchen innovating and perfecting fudge recipes for donut favorites like **Boston Cream** and **Apple Cider Donut**. We are so excited to share them with you.

This brand new collection will be the perfect treat during the fall and winter months. Rotate these new flavors in and out of your display throughout the season and customers won’t be able to resist coming back for more.

**Boston Cream Donut (EP4100346)**

**Pink Sprinkle Donut (EP4100347)**

**Apple Cider Donut (EP4100348)**

**Jelly Donut (EP4100213)**

Looking to promote a delicious donut fudge flavor? If so, be sure to use the enclosed 8.5x11 flavor signs.

You can also call Customer Care at 800-645-5345 (USA & Canada) to request an additional sign free of charge.

Boston Cream Donut (EP4100346)  
Pink Sprinkle Donut (EP4100347)  
Apple Cider Donut (EP4100348)  
Jelly Donut (EP4100213)
APPLE CIDER DONUT

If you’re in need of a flavor that is on trend with the fall season, look no further. Apple Cider Donut adds another WOW flavor to your fudge counter. The combination of Apple Cider Fudge, sprinkled with a dusting of cinnamon blended with delicious Nilla Wafers® is an instant fall classic.

PINK SPRINKLE DONUT

Pink Sprinkle Donut is the perfect fudge for customers looking to satisfy their strawberry sweet tooth. Its bright pink color and fun sprinkles are sure to catch the eye of anyone passing by your display.

JELLY DONUT

Introduced in 2015, Jelly Donut quickly became a favorite. Customers love this flavor because it perfectly captures the scrumptious taste of cinnamon, sugar and raspberry in one. YUM!

Give each one a try before the season is over and let us know what you, and your customers, think. Email marketing@calicocottage.com
Sharkheads is a Biloxi, Mississippi staple that has been around for decades. They have seen long-term success with Calico’s fudge program, and since making the move to the Calico Cottage nut program, the store is experiencing record sales.

THE HISTORY OF THIS FAMOUS BILOXI STORE

Sharkheads is an impossible-to-miss souvenir store located on Highway 90 in Biloxi, Mississippi. What started in the 1970’s as a humble t-shirt shop in an old gas station building, is now one of the largest souvenir stores on the Mississippi Gulf Coast. The iconic, bright pink building is the perfect spot for tourists and locals to visit on their way home from the beach or when traveling through Biloxi. If the eye-catching color or size of the building doesn’t grab your attention, the enormous, 32-foot open-mouthed shark head at the store’s entrance certainly will.

Its uncommon name and grand store entrance have helped Sharkheads become a landmark destination, but they are also well-known for their fresh, made-on-site fudge! In fact, Sharkheads’ fudge has become so well known that customers call from all over the country to find out what flavors are in stock before heading down to Biloxi Beach for vacation.
NUTS? WHAT A GREAT IDEA!

Like all business owners, JJ Piertotich is always searching for ways to improve the in-store experience for his customers and grow sales. With fudge as a top-selling and highly profitable item, JJ began researching made-on-site products that could complement his fudge business. His idea? NUTS! So, like many do when they’re looking to grow, he contacted the perceived industry expert in glazed nuts and began selling their product.

A GOOD IDEA GONE BAD

After a few months, JJ and his store manager, Abe Smith, noticed the nut vendor they chose was more focused on selling product to Sharkheads than helping their nut program succeed. Training was limited and they did not receive any guidance on logistics or marketing. The staff at Sharkheads complained to Abe about the difficulty of using the roasting equipment, and even expressed concerns about their safety when operating the equipment.

To sum it up, JJ was just not seeing the value and return on investment he had hoped for. Still believing in the power of nuts but needing a change, JJ turned to his trusted partner in the fudge business, Calico Cottage.

“...It’s the service behind Calico’s program. That’s one of the big sellers, the other is the actual equipment which is easier to make nuts because you don’t need to have the syrups. You just put the bag in the machine and you’re not messing with all that. It’s one step easier.”

– ABE SMITH
THE CALICO DIFFERENCE

Knowing the benefits of working with a merchandising and retailing focused partner, the decision to change course was easy for Sharkheads. Calico was the clear choice.

With Calico’s nut program, JJ found a more team-focused approach to adding nuts to his store. Calico met with JJ and staff to understand concerns and logistics of setup so that the program would succeed from the start. The Calico team observed consumer shopping behaviors at the store to find the perfect location for the nut roaster to maximize interest and sales.

Calico also trained JJ, Abe and staff on how to use the equipment and ingredients and explained why Calico’s patented nut roaster was not only safer and easier to use but also produced a more consistent and better tasting product.

THE WINNING COMBINATION, FUDGE AND NUTS!

Since the switch to partnering with Calico for their nuts, Sharkheads has thrived, selling more fudge and nuts than ever before. The power of fudge and nuts cannot be denied! “I would say, selling both has increased sales,” Abe stated before adding that “the customers smell the nuts, and walk up to see this big counter with a fudge display, I think that’s what draws people in.”

Selling fudge and nuts can be a great opportunity for any retailer. But partnering with the true industry leader, Calico Cottage, and utilizing the resources and services they offer, well that is the winning combination!

“ We’ve been having the best year we’ve ever had; this year has been a breakout year.”

– JJ PIERTOTICH, STORE OWNER

CALICO VS. THEM

<table>
<thead>
<tr>
<th></th>
<th>CALICO</th>
<th>THEM</th>
</tr>
</thead>
<tbody>
<tr>
<td>Patented Equipment</td>
<td>✔️</td>
<td>✗</td>
</tr>
<tr>
<td>Merchandising and Marketing Services</td>
<td>✔️</td>
<td>✗</td>
</tr>
<tr>
<td>National Operations Team</td>
<td>✔️</td>
<td>✗</td>
</tr>
<tr>
<td>Dedicated Support Team</td>
<td>✔️</td>
<td>✗</td>
</tr>
</tbody>
</table>
DRAW CUSTOMERS INTO YOUR STORE WITH THE DELICIOUS SMELL OF FRESH GLAZED NUTS BEING MADE!

• High revenue & profit margins
• Easy to use equipment
• Perfect complement to your fudge business
• Custom signage with your logo
• An enticing aroma that shoppers simply can’t resist

RACK UP ADDITIONAL SALES
With Calico’s Glazed Nut Program

You’ve seen what nuts did for Sharkheads, now it’s time to see what they can do for you!


Interested in learning more? Give us a call at (800) 645-5345 or email us at marketing@calicocottage.com
Fudge-Kist™ Apples made to look like fun fall characters are a proven way to boost sales, especially when you add a touch of Halloween at the beginning of the season. It’s a creative way to decorate your store while offering customers something new. Fudg-Kist™ Apples don’t have to be complicated. You can try recreating some of the simple characters shown in this article in under five minutes or invent your own design that is unique to your store.

We recommend using Granny Smith or McIntosh when making fudge dipped apples. Their tart taste pairs perfectly with sweet creamy fudge. Whichever variety you use, look for apples that are small to medium size, as perfectly round as you can find and firm with no spots or bruises.

Keep in mind, the wax coating on apples may cause the fudge to slide off. You should always wash the wax coating off by letting the apples sit in a bowl of warm water for about 5 minutes. After the 5 minutes you can dry them off using a soft cloth such as a paper towel.

Before dipping, make sure the apples are at room temperature. After the apples have been dipped, it is important to begin decorating right away. Once the fudge begins to set you won’t be able to add any decorations.

For a refresher on dipping apples, watch the “How to Make Fudg-Kist™ Apples” video on our website.

TO MAKE THIS OWL
YOU WILL NEED
EYES: Two full-size Oreos® split in half to use the cream filled side, with brown M&Ms® (x2)
BEAK: An orange or yellow M&M®
EARS AND FEET: Chocolate Coated Sunflower Seeds (x8), 6 yellow and 2 orange
WINGS: A halved (or 2/3rd in length) Nutter Butter® cookie without the cream filled side

TO MAKE THIS CHIPMUNK YOU WILL NEED
CHEEKS: Mini Nilla Wafers® (x2)
TEETH: Mini Marshmallows* (x2)
NOSE: A black jelly bean
EARS: Peanut Butter Chips* (x2)
EYES: Candy Eyeballs* (x2)

*These items can be purchased through Calico.

Apples should be consumed within seven days of decoration.
Getting ready for a new season can be overwhelming, but it doesn’t have to be with a little bit of planning! I believe that having a game plan is a great way to be prepared and alleviate some stress as well. Whether your season is ending, slowing down or ramping up, here is a list of Do’s and Don’ts to set you up for success.

**TIS THE SEASON TO BE READY**

**CLOSING FOR THE SEASON?**

**DON’T** store your kettle improperly for the fall/winter seasons. Not taking the right steps to prepare your kettle for storage can cause it to crack as the water freezes and expands with colder weather.

**DO** be sure to drain all remaining water from your kettle before storing it. For a refresher, refer to Section 11 – Kettle Care in your Fudge Manual or visit the Fudge Kettle Care Section at www.calicocottage.com

**DON’T** let leftover fudge go to waste! Finishing the season with leftover fudge can feel like a waste of money, and when it comes to your business, every dollar counts.

**DO** store unused fudge slabs in the freezer. You can extend the shelf life of your fudge for up to one year by freezing them. When you’re ready to use them again, remove from the freezer and give them time to thaw out! Visit our website for more information on freezing fudge.

**BUSINESS AS USUAL?**

**DON’T** get stuck in a flavor rut. If you’re open year-round, it is important to keep your fudge display interesting so customers don’t get bored of the same flavors.

**DO** switch things up monthly. Remember to rotate in seasonal flavors to keep your fudge display from becoming stale (literally and figuratively). Add great holiday flavors and be sure to check out the flavors from our new Donut Collection found on page 8.

**DON’T** leave your shelves empty due to lack of inventory. Empty space on counters and shelves can be discouraging to shoppers and can reduce the time spent at your business.

**DO** find alternative ways to keep your shelves stocked. If you’re having trouble sourcing products, try adding fudge novelties like our direct-pour containers in fun holiday shapes (which can be found in our 2021 Fall or Holiday Packaging Catalogs).

Need help gearing up for a new season? Want some more on do’s and don’ts? Email me at danielle@calicocottage.com.
Calico Cottage, Inc., has prepared the copyrighted advertising materials and/or information herein described and offered to assist you in promoting fudge made from Calico’s ingredients. Materials and/or information Calico sends to you shall remain the property of Calico and your request for these materials constitutes an agreement that you are receiving these copyrighted materials and/or information under a limited license to use the materials solely for the purpose of promoting fudge made with Calico’s ingredients. Any other use will be a violation of this agreement and of Calico’s copyrights.

**U.S. Holiday Closures:**
- December 24, 2021 (Friday) – Christmas Eve
- December 31, 2021 (Friday) – New Year’s Eve

**U.S. Year-End Inventory Shipping Suspension – AMITYVILLE* Warehouse**
- December 29, 2021 (Wednesday) by 3:00pm Eastern Time – last day for same-day order placement
- December 30, 2021 (Thursday) – Shipping suspension begins
- January 3, 2022 (Monday) – Shipping resumes

**Canadian Warehouse Closures:**
- 27 December 2021 (Monday)
- 28 December 2021 (Tuesday)
- 3 January 2022 (Monday)

**Canadian Holiday & Year-End Inventory Shipping Suspension:**
- 24 December 2021 (Friday) – Shipping suspension begins at 11:00am Eastern Time
- 29 December 2021 (Wednesday) – Shipping resumes until 12:00pm Eastern Time
- 30 December 2021 (Thursday) – Shipping suspension due to year end inventory
- 31 December 2021 (Friday) – Shipping resumes until 11:00am Eastern Time
- 4 January 2022 (Tuesday) – Shipping resumes

*Not sure what warehouse ships your orders? Call Customer Care at 800-645-5345 (US & Canada) to confirm.

During holiday closures and year-end inventory shipping suspension, you may still place orders, as always, via voicemail phone prompts, email or fax.

**Phone:** 631-841-2100 or 800-645-5345 (USA & CAN)
**Fax:** 631-841-2401 • **Email:** orders@calicocottage.com

**Important Dates!**

**Holiday Closings & Shipping Information**

Please see the updated schedule for a reminder on Calico’s end of year closures and shipping suspensions. Remember, carriers are continuing to experience delays in transit times. So, factor in additional time just to be safe.

**Canadian Warehouse Closures:**
- 27 December 2021 (Monday)
- 28 December 2021 (Tuesday)
- 3 January 2022 (Monday)

**Canadian Holiday & Year-End Inventory Shipping Suspension:**
- 24 December 2021 (Friday) – Shipping suspension begins at 11:00am Eastern Time
- 29 December 2021 (Wednesday) – Shipping resumes until 12:00pm Eastern Time
- 30 December 2021 (Thursday) – Shipping suspension due to year end inventory
- 31 December 2021 (Friday) – Shipping resumes until 11:00am Eastern Time
- 4 January 2022 (Tuesday) – Shipping resumes

Dates are subject to change without notice.