

Volume Four

A family tradition in chocolate since 1921

www.wolfgangcandy.com

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Breaking news...

Wolfgang Chocolate Factory Tour attendance has increased more than 51% from 2003 to 2005.

For more, read page 3.

Candy at the Galleria

Wolfgang Candy is at the York Galleria from February 1 through 14. Stop by!

Wolfgang Candy in more stores...

Consumers are really enjoying our new blueberry and raspberry products, retail market is expanding fast...

See page 2.

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Wolfgang

The Chocolate Tymes

Wolfgang Candy - a PA Farm Show Favorite!

Hundreds of thousands of people had a chance to sample Wolfgang Candy's "PA Preferred" products at the Pennsylvania Farm Show.

Wolfgang Candy was one of the featured companies at this year's Pennsylvania Farm

Show. Billed as the largest indoor agricultural event in America attracting nearly 500,000 visitors each year, the Show's Culinary Connection Market was the perfect place for farm enthusiasts to sample Wolfgang Candy's American-made confections.

Wolfgang's sister duet of **Nichole** and **Amy Emsweiler** had a great time working the Wolfgang stand at the farm show. While they were both quite busy from morning to night, the sisters say they were impressed by the number of people they met from Pennsylvania and surrounding states who commented that they purchase Wolfgang chocolates on a regular basis.

Healthy Savings

Did you know? A 40-year-old smoker with a pack a day habit who quits and puts the savings into a 401(k) earning a modest 9% per year will have \$250,000 by the age of 70. Calculations courtesy of Campaign for Tobacco Free Kids

Researchers from the Harvard School of Public Health found that those who eat chocolate and sweets up to three times each month live almost a year longer than those who eat too much or those who steer clear of junk altogether.

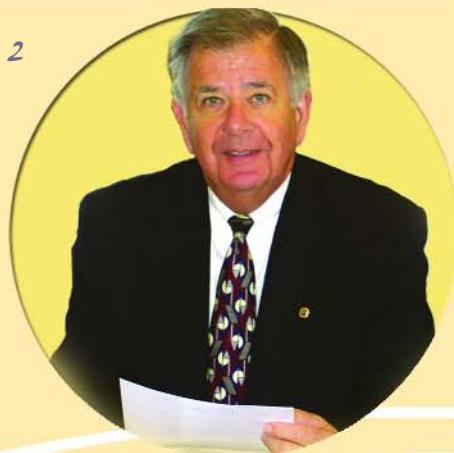


Make Our American Family Tradition Yours



Wolfgang Family Photo

TM



news from bob Wolfgang II, senior partner

Handcrafting quality confections for more than 85 years, Wolfgang Candy uses timeless family recipes and only the finest ingredients, not to mention the most skilled candy makers anywhere. Our expertise, care and attention show in all of our products evidenced by the growth of our retail and fundraising markets alike.

Just over three years ago, Wolfgang Candy stocked our first grocery shelf, and now we can't deliver our products fast enough in many of the over sixty-two stores that include Darrenkamp's Markets, Fox's Market, Giant Foods, Hakes, Hinkles Pharmacy, Kenny's Markets, Nell's Surefine

Markets, Saubels Market, Shady Maple, Stauffers of Kissel Hill and Weis Markets.

Wolfgang is out and about: Visit our Wolfgang Candy display at the York Galleria until February 14. If you shopped at Stauffers of Kissel Hill in January, you might have stopped for a sample chocolate or two from Wolfgang Candy's **Mike Schmid** or **Ben** or **Brad McLaughlin**.

This spring, we will be focusing efforts on promoting our customized, private label candy bars and corporate gifts, as well as continuing to offer a terrific fundraising tool for schools and not-for-profits.



"Three years into selling Wolfgang Candy in the retail market and our products are flying off the shelves in 62 stores and counting!"

-Bob Wolfgang, II - Senior Partner

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Fundraising phenomena

You would never know this was **Caroline Scornavaechi's** first year as a PTO president when you hear her confident high energy account of fund raising for East Petersburg Elementary School in Central Pennsylvania. As a new parent in community, having just moved from nearby Mountville where she was involved also in PTO fund raising, Caroline has rallied a dedicated fundraising team that exceeded everyone's expectations.

With the active support of **Pam Doughton**, her fundraising coordinator, and a cohesive team of get-the-job-done parents behind her efforts, Caroline is quick to acknowledge that it takes a unified effort to raise money. She shared some secrets to her success, tips that other school fundraisers can use to enjoy the success that East Petersburg Elementary has this year exceeding their Fall 2004 effort of raising \$23,000 through Wolfgang Candy sales by over \$8,000 in Fall 2005.

Caroline's Fundraising Tips

- Include your principal in your plans and seek his or her approval early
- Give yourself enough time to develop a fundraising team and capitalize on each member's skills for each stage
- Stick with what works. While trying out new ideas is great, when you have a successful fundraiser like Wolfgang's, use it again and again
- Remember that adding more fundraisers to the mix can take much more time, labor and potentially water down the success of fundraisers throughout the year
- Have a Kick-Off Event and let the audience sample what they'll be selling. Get students excited. Excited kids translate into involved parents.
- Offer tangible incentives to children and acknowledge their efforts
- Remind parents of sale event by using the school's marquee
- Thank your fundraising team again and again

Caroline attributes a great deal of the success of the Fall 2005 Wolfgang Candy sale (totaling \$31,000) to Principal **Randa Rineer's** willingness to try something new that other schools in the district had used in the past. Principal Rineer's support helped PTO members who wanted to experiment with

multiple fundraisers jump on board with the Wolfgang fundraiser.

Having two young children, a six grader, Paige, and a fourth grader, **Cody**, who have enjoyed field trips and programs because of PTO fundraising dollars, as PTO President, Caroline felt tremendous responsibility to make the Fall fundraising effort outstanding. She was thrilled with Wolfgang Candy's **Steve Schmid** who motivated the kids at their Kick-Off assembly of the entire school with the prizes and chocolate treats, saying that, "I think The Kick-Off event was a huge contributor to our success because Steve did so well at getting the kids excited."

Money raised in the 2005 Wolfgang Candy fundraiser will be applied toward assemblies, school equipment, a fully-funded Intramural Basketball program, field trips, Boy Scout and Girl Scout registrations, Family Fun Nights, and more. Caroline says that her fundraising team is actually considering a Spring 2006 Wolfgang Candy sale because they have found Wolfgang fund raising to be "profitable, easy and fun for everyone involved...not to mention...delicious!"

meet one of our gang

There is a bumper sticker that reads, "You might be an RV'er if you measure distance by how far you have come instead of where you are going..." and for 13-year Wolfgang Candy employee/passionate RV owner **Trish O'Brien**, those words are, well, to be glib...driven home. This spunky supervisor measures the distance by her accomplishments both at work and at home, and isn't all that worried about where she is going because she truly lives for the moment.

Trish, who is known far and wide for blurting out, "I love this song!" to nearly every tune on the radio, says her love of music of any genre motivates her while she works. In her tenure with Wolfgang Candy, Trish's responsibility has grown, having started working part time, then serving as a machine

operator, a production worker and a team leader before being named a supervisor in 2003. Trish commends Wolfgang's management for providing a career opportunity with the flexibility that has enabled her to work while raising her son **Ian** (who is studying toward a degree in Health & Physical Education at Lockhaven University,) and care for her extended family at the same time.

Kristine Spillman, Trish's direct manager, says that "Trish is vital to the start up and continued success of our 3rd shift. She is well liked and respected by her peers which contributes to her success as a leader. Her best attribute is that she bleeds chocolate...a great role model for all!" Trish's enthusiasm for her work and coworkers is evident even as

she praises the newer partners of Wolfgang for their ingenuity and ability to introduce exciting products and fundraising programs, commenting that "It would be easy to keep doing the same old thing, but Wolfgang is always trying to be innovative and responsive to our customers."

When Trish is not making chocolate with her favorite tunes in tow (somewhere in the distance, can't you just hear echoes of the *Snow White* tune "Whistle While You Work..."), you can occasionally find her spinning pizzas at her friends' restaurant, Jim and Neena's or camping out at Bigglerville Campground at South Mountain with her other baby, Emma Mae, a two-year-old Lab/Boxer mix about whom she simply gushes. Both loving the outdoors, Trish and her puppy spend countless hours walking, reflecting on what she has accomplished and living in the moment.

One Tour-ific Factory

Factory tour attendance skyrocketed more than 51% annually from 2003 to 2005. Tour attendance, which stood at 8,260 in 2003, jumped to 12,530 in 2005. At Wolfgang, visitors love the behind-the-scenes glimpse into our classic, European candy-making process as one of the oldest family-owned and managed confectionery manufacturers in the United States.

"Wolfgang Candy has benefited tremendously from the outstanding marketing efforts of the York County Convention & Visitors' Bureau," said Kathy Krout, retail manager at Wolfgang Candy. "Over the last few years, we've added an extra daily tour to our year-round schedule, held successful seasonal events at Halloween and Christmas and been ranked number four on Food Network's "Top 5 Tasty Tours" list. We are extremely pleased to see this significant increase in visitors to our factory, and proud to be contributing to the economic impact of tourism in York County."

Free hour-long tours are offered Monday through Friday at 10 AM. and again at 2PM, then hourly during summer. For more information, please call 1-800-248-4273 or visit www.wolfgangcandy.com.

In the 1994 blockbuster film *Forrest Gump*, actor Tom Hanks reflects, "My momma always said, 'Life was like a box of chocolates. You never know what you're gonna get.'" We proved Mama Gump wrong. With Wolfgang's "Truly Yours®" box of candy, you know exactly what you are going to get. And what's more, you get to choose your favorites, controlling your destiny...at least your chocolate one!

Show someone you love that they are...

Truly Yours®

Create a "Truly Yours" custom box of 24 chocolates for the chocolate lovers in your life. Choose from 30 of your favorite Wolfgang chocolates including the new fresh chocolate covered Raspberries and Blueberries, *all this chocolatey choice for only \$10!*

- Impress your sweetheart with an exquisitely packaged gift of chocolate.



- A decadent Valentine Heart Assortment is perfect for the indecisive sweetheart.
- Show just how much you care with the Wolfgang Valentine Essentials or a Sweet Stack.
- Or, add just a touch of romance with chocolate dipped strawberries and blueberries.

Watch your latest Coupon Clipper or visit our Sweetshoppe at www.wolfgangcandy.com for a two-dollar-off gift from Wolfgang. In case you happen to forget a Valentine's present for a special person in your life, you can enjoy the discount through February 28.

When visiting the Wolfgang online Sweetshoppe, enter coupon code #21682 to enjoy the \$2.00 off Valentine promotion

Hop on by for our Easter Factory Tour. Details soon.



www.wolfgangcandy.com

To contribute news and views to the Wolfgang Candy newsletter,
please call Leslie Morley at 717.843.5536 ext. 108
or email lmorley@wolfgangcandy.com

*A family-owned and operated business,
Welcome to
Wolfgang!*



Wolfgang Candy focuses on producing and selling the highest quality chocolate and confections. We are devoted to maintaining and projecting a fun and friendly work environment for our employees and customers, and to preserving the family heritage for future generations.

- Wolfgang Candy:
- A manufacturer of premium chocolate products and other confections
 - A family-owned and operated business
 - All about quality
 - A good corporate citizen
 - A fun and friendly place to work



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