

Volume Three

A family tradition in chocolate since 1921

www.wolfgangcandy.com

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Breaking news...

Now you can have something that is "Truly Yours." Order your hand-selected chocolates on the WolfgangCandy.com website...

Read below!

Chocolate BINGO...

You have never been to a BINGO like this!

See page 5.

Disappearing act...

Ghosts are not to blame for the empty store shelves in Fox's Market in Middletown...or are they?

See page 7.

What's Inside &

Truly Yours	1
News from Mike . . .	2
Chocolate Buffet . . .	2
Adapting tour	3
Busy summer	3
Our gang	4
Chocolate BINGO . . .	5
Spooktacular	5
Honoring Ruby	6
Gifts	7
Fund raiser	7
Disappearance	7



Wolfgang

The Chocolate Tymes

Make your next box of chocolates Truly Yours®

What could be more delicious than a tailor-made box of Wolfgang chocolates? Well, how about choosing each sweet morsel for your own box of candy? Wolfgang Candy just rolled out our new "Truly Yours" online tool for all of our website visitors to use.

It's simple. Just go to wolfgangcandy.com and visit at our Sweet Shoppe. Click on your favorite chocolates, even place them in a distinctive order to enjoy yourself or give to someone special.

For only \$10, it makes a great gift for the chocolate lovers in your life!

Managing partner **Mike Schmid** says, "We listen to our customers and work hard to respond to their wants and needs. This is just one more way Wolfgang Candy is trying to offer customers unique and personalized experiences, and we are expecting a great response to this easy-to-use online tool."



Visit wolfgangcandy.com to create a box of chocolates that is Truly Yours!



TM

Make Our American Family Tradition Yours



Wolfgang Family Photo



Michael Schmid, Managing Partner
 email: mschmid@wolfgangcandy.com
 Phone: 800.248.4273

Our American-made products are terrific because of our American workers. I am so proud of the contributions our employees make to our factory and to our greater community. Mike Schmid

news from **mikeSchmid**, managing partner

As we begin to prepare for another holiday season, I have been reflecting on the generosity of our employees to the victims and emergency workers of Hurricanes Katrina and Rita. In one offering of support, we proudly gave the Salvation Army a check for \$825 toward the relief effort. In another, we donated over 24 pints of our precious blood to Wellspan Health. I know so many of our Wolfgang employees have individually committed their finances and time (and blood) toward helping those in need, which heightens my pride not only in our collective efforts, but also in the team that is the Wolfgang family.

Looking back on the year to date, I am energized by the exciting accomplishments of our Wolfgang family-

- ◆ We provided Wolfgang factory tours for 10,445 individuals so far this year and we still have two more months to go! In all of 2004, 9,700 folks visited our factory, while in 2003, that number was 8,260. So as you can see, 2005 will prove to be another record breaking year for "The Sweetest Tour this Side of Heaven!"
- ◆ We introduced our "Truly Yours" tool for creating a custom box of Wolfgang chocolates online
- ◆ We developed and introduced dark chocolate Blueberries and Raspberries at this year's All Candy Expo in Chicago. Wolfgang was the buzz of this industry event.
- ◆ Wolfgang Candy products are disappearing off of the shelf in record time in grocery stores

throughout the region. In fact, our Direct Store Display (DSD) program has grown from 26 stores in 2004 to over 54 stores in 2005!

- ◆ On the contract manufacturing side of our business, the pretzel project, although challenging, is three times last year's volume. Our customer certainly must be happy with our work, otherwise they wouldn't be sending us more business!

Looking ahead, we are hopeful that the fall fundraising season will prove much more fruitful than last year, while Easter 2006 is looking extremely promising - a fact to which the sales team will attest.

On behalf of the executive team, I want to congratulate you for meeting the challenges of this past season, and I look forward to uncovering new endeavors for spring 2006 and beyond!



Looking for your favorite candy?

Shop online at wolfgangcandy.com or visit these fine markets: Darrenkamp's Markets, Fox's Market, Giant Foods, Kenny's Markets, Nell's Surefine Markets, Shady Maple, Stauffers of Kissel Hill and Weis Markets.

The Perfect Holiday Gift

Are you already feeling the holiday rush looming? Save yourself time and stock up a few of Wolfgang Candy's **CHOCOLATE BUFFET** trays.

The cost for this delicious gift is **only \$17**.

What a perfect last-minute hostess or party gift....

You can even use a *\$2 off coupon* in Central PA's *Clipper Magazine*.

A milk & dark chocolate assortment (24oz.) Item #3209
 The Chocolate Buffet also includes a reusable **Buffet Tray!**

Employees adapt Wolfgang Candy's factory tour

3

Tour guide **Bridget Schell** shares how employees took action to respond to the needs of customers:

Reading the letter from the **Blind Center** in the last newsletter, made me realize that it takes all of us to provide interesting tours for our visitors.

After **Kathy Krout** made me aware that the group was coming from the

Blind Center, we talked about some special adaptations that would be needed to provide a meaningful tour for them. When I did the walk through that day, I told each area I would be bringing the students on the 11:00 AM tour.

Understanding that the students needed to use other senses, Wolfgang workers went out of their way to provide special treatment for them. When we arrived in the kitchen, Jason had two types of cornstarches in order for them to feel the differences in the texture.

Next we went to the sealer and **Mary Ellen Rees** put the safety guards on and allowed the group to feel their way along, giving them a sense of how the machinery worked. When we got to the Microverk Line, **Bev Weber** had the moulds out for the teenagers to feel the variety of indentations so they could understand where the chocolate dropped as it poured out of the machine.

It was heart warming to see the extra care that the workers gave to be sure that the students could "SEE" the exceptional work done at Wolfgang Candy!

BUSY, BUSY, BUSY

What a summer at Wolfgang... We experienced not only the 3 H's-Hazy, Hot and Humid, but also the 3 B's - Busy, Busy, Busy!

When **Bob Wolfgang** announced that for the summer months between June 15 and August 15 (which we then extended to September 15), we'd be conducting hourly tours, no one had any realization of what that was going to mean. If we had only known!

Almost immediately the guides started giving four tours daily at 10:00 and 11:00 AM, and again at 1:00 and 2:00 PM. The last two weeks of June flew by quickly with over 900 visitors coming through the doors. In July, we set a record of 90-150 tourists each day which meant that 10-12 tours were traveling through the buildings on a daily basis.

By August, due to scheduled bus groups, the guides were each giving five tours a day. Kathy was busy scheduling who was going where and when! The last two weeks of August alone totaled over 1,000 travelers.

Those who were not giving tours at the time were busy serving customers in the store.

While the majority of our visitors were from the East Coast, our United States map displays colored pins in each of the 50 states. In addition to US tourists, our world indicates that people traveled from Ireland, England, Poland, Russia, Scotland and Germany. The African continent bought visitors from Tanzania, Nigeria and Cape Town. Folks hailing from Lebanon, Israel, Laos, Cambodia, Taiwan, South Korea, Japan and Papua New Guinea also toured with us. Our Canadian neighbors to the North and

Mexican neighbors to the South were well represented, while many countries in South and Central America also sent people to see our factory. Finally, from down under in Australia, several travelers come to see us make Wolfgang chocolate.

Kathy Krout and her team would like to send a huge heartfelt "THANKYOU!" to our fellow employees for working around us as we lead our tours through various work areas. When people asked us questions we had trouble answering, you were never too busy to help us out with an answer or to explain an operation.

So while you have not seen as many tourists as you have pretzels,*we would like you to know that over 6,300 tourists have passed through our buildings during the summer months of 2005!!! *Thanks to the accurate record keeping of our receptionist, **Monica Green!**



"What surprised me the most was how I instantly felt part of the family when I walked in the door for my first interview... It is important to me that I make each visitor feel the same." -Monica Green, Receptionist

meet one of our gang

Walk into Wolfgang Candy and you will be greeted with a warm welcome from **Monica Green**, the first face you see upon entering our corporate center.

"Monica is tasked with the responsibility of professionally handling all incoming calls, as well as managing our walk-in tour participants and visitors to WCC. We value the importance of allowing our customers the ability and convenience of speaking with a "live" human voice rather than an automated telephone routing system. With this in mind, we are happy to have Monica on board with us to help service our customers more effectively," shares **Nancy J. Polan**, Manager, Inside Sales & Service.

With a generous spirit, Monica, who graduated from Cheyney University with a degree in Elementary Education enjoys talking with Wolfgang Candy guests, vendors, suppliers and customers. She tries to make everyone feel like she does at Wolfgang- welcomed as part of the family. When Monica is not working, she enjoys every moment she can with her beautiful six-year-old daughter, Tayla, and her gray cat, Smokey, playing and watching movies. Monica loves to stay in shape which must account for her great stamina and willing smile each day at Wolfgang Candy.

"The Microverk at WORK," our chocolate molding line in action!

How 300,000 Pounds of Chocolate Helps Dieters Lose Weight

Sound like an infomercial? Well it is not! Did you know that Wolfgang Candy produces over 300,000 pounds of high protein chocolate treats in delectable caramel and raspberry flavors that are distributed as part of NutraSystems' diet plan? What's more is that Wolfgang was able to get this product into production within a week of our customers' contact after they lost a former producer. Now that's truly chocolate in a crunch!

Tripling Production for a Tasty Trio

Ask anyone at Wolfgang about their busy summer and they will automatically say, "pretzels..." In a three-month period, for three shifts, six days a week, our enrobing team produced 220,000 32-ounce milk and white chocolate pretzels, 211,000 15-ounce chocolate-covered pretzel "ice cream" cartons and 45,000 27-ounce chocolate-covered pretzel barrels for one of our wonderful customers. We tripled last year's contract and provided summer work for many in our team. Thanks for all of the hard work and commitment of every team member involved with this contract. Look at your tremendous accomplishment!

Employee Anniversaries... Congratulations

Gerald L. Wishard	30 years
Robert G. Mummert	25 years
Jeffrey A. Galloway	25 years
Margaret L. Marks	20 years
Sandra L. Stauffer	20 years
Thomas M. Hartman	20 years
Kathy A. Bryant	15 years
Richard W. Vandyke	15 years
Harry G. Brown, Jr.	15 years
Judith L. Busser	15 years
Kenneth R. Lehr	10 years
Georgia A. Crawford	10 years
Shonna J. Rohrbaugh	10 years
Julia E. Frantz	5 years
Vickie L. Myers	5 years
Janet B. Dietz	5 years
Jestine A. Cunningham	5 years
Kathy S. Elicker	5 years
Carolla E. Shelly	5 years
Andrew L. Smith	5 years
Tammy S. Anderson	5 years
Janet E. Dellinger	5 years
Connie L. Sweitzer	5 years
Arthur W. Nace	5 years
Nancy J. Thoman	5 years

Thanks to **Brad McGlaughlin** for sharing these phenomenal statistics, and to all of the Wolfgang team who contributed to these efforts.

BINGO & Chocolate ?

The Shiloh Lioness Club Cordially Invites You to Wolfgang Chocolate Bingo

On Sunday, November 13th,
At the Union Fire Company
201 York Street, Manchester, PA 17345.

Doors Open at Noon.

Bingo Begins at 2:00 PM.

Lunch is available.

20 Games of Bingo (\$100 chocolate prize for each game's winner)

Door Prizes, Raffles, Free Chocolate
Tickets: \$12 in advance; \$15 at the door

Please make checks payable to the Shiloh Lioness Club.
Children 12+ years old are welcome
to play with an accompanying adult.

For tickets or more information, please call Wolfgang Candy at
717.843.5536

Bring your family and friends for an enjoyable afternoon of good
food and fun Bingo and you might win lots of delicious Wolfgang
Candy!

Benefits Shiloh Lioness Club Community Service Projects

Special thanks to Employee
Dona Dellinger for spear-
heading this project. Please call
Dona at 717.843.5536 ext. 138
for more information.



Simply SPOOKtacular!

Wolfgang Candy's Spooktacular tour was hauntingly successful with nearly 200 costumed guests visiting our frightening factory. Employees dressed in their Scare-day best and welcomed ghosts and ghouls to Wolfgang Candy.

Building Two even brought in home-baked treats to accompany their chocolate-making tricks!

Special thanks to all who helped make this day a howling good time!





Honoring Ruby's Legacy



Bell Socialization Service's Custom Wrapper

Each year in Recognition of **Ruby R. Schmid's** September 8 birthday, the Wolfgang-Schmid family honors the volunteerism and generosity of candy matriarch Ruby (Wife of **William H. Schmid**, Mother of **William L. Schmid** and Grandmother of **Michael and Stephen Schmid**).

William L. Schmid hosted a luncheon for Wolfgang employees and encouraged that they contribute to the Salvation Army's Katrina Fund in recognition of his mother's generosity. This effort raised \$875, all of which is directed to the victims of the hurricanes.

Lurlene K. Mudge, a Major with the Salvation Army, shared this touching story that reinforces the good this contribution can make:

"We have many reports of the effective work of the Salvation Army. In one of our centers in Louisiana, a woman came in for food. She explained her dire circumstances, that she had become separated from her husband during the hurricane and feared that he was dead. A Salvation Army officer took the opportunity to comfort the mourning woman and pray with her. As they finished their prayer, imagine the utter joy of discovering that her

husband was standing right there in the lobby of The Salvation Army. He too feared that his wife was dead, and had come to the Salvation Army for assistance. What a blessing it was for the Salvation Army to be a witness to this miraculous reunion! Your contribution enables the Salvation Army to continue to 'Do the Most Good' even in the most desperate times."

Ruby Schmid's compassion for people with disabilities also has motivated long-time support of Bell Socialization Services, an organization dedicated to empowering and supporting quality lives for people with mental and emotional challenges. (www.bellsocialization.com) Wolfgang Candy supplied 600 custom-label chocolate bars featuring Bell Socialization's new 40th Anniversary - inspired logo that will be distributed during four celebratory "five-senses themed" anniversary events - supported in part by a contribution from Ruby's estate. **Arlette Figdore**, Director, Community Relations & Development, thanks the Wolfgang family for their involvement, and encourages others to join the sweet success of their 40th Anniversary awareness raising by calling 717.848.5767.

Employee Surveys

Thank you to all of the employees who shared feedback in our employee surveys. Results will be discussed at our Back-to-Work Employee Meetings.

Back-to-Work Meetings

Save the Date: **Thursday, November 17**, details and meeting time to be announced. Lunch will be provided.



A Memorable Tour

Thank for your nice tour on Thursday June 16th. We thoroughly enjoyed our visit. (My family) lives in Minnesota, but (I) grew up in Neffsville, PA. We love to use www.factorytoursusa.com to find out what companies offer plant tours or visuals for the kids. Last summer we visited Herbert Candies (Shrewsbury, MA) and Morley Candy Makers and Sanders Candy Factory (Clinton Township, MI). Wolfgang's tour was much better and the kids really remembered a lot. Keep up the good work, *Kevin Marshall*



Want to earn some extra holiday cash?

Then take part in Wolfgang's Employee Referral Program. Refer a fundraising lead to our sales staff and, should that organization participate in a Wolfgang fundraiser, you'll receive \$100 for an elementary school or \$50 for a day care! So get busy selling!!

Company Gifts Guide

Do you need **business gifts** or a delightful package for your great aunt who loves chocolate. Look no further! Visit wolgancandy.com and click on Corporate Gifts for more downloadable details. Call 800.248.4273 or place your order online today so you will be ready for holiday gift-giving early this year!

Take advantage of our VOLUME DISCOUNTS:

- >\$500.00 and <\$1,000.0010%
- >\$999.99 and <\$5,000.0020%
- >\$4,999.00.....30%



\$27.75
WOLFGANG SELECT
SWEET STACK (Item #3212)



\$42.75
WOLFGANG DELUXE
SWEET STACK (Item #3211)



\$57
WOLFGANG ESSENTIALS
SWEET STACK (Item #3210)



\$1.20 - \$1.50
PER BAR
New CUSTOM CANDY Bars



\$59
WOLFGANG ESSENTIALS
GIFT BASKET (Item #3207)



\$38
WOLFGANG DELUXE GIFT
BASKET (Item #3208)

Fundraising phenomena

Hegins-Hubley Elementary School has benefited from the PTO leadership of **Sheila Pitcavage** for over 15 years. This rural Schuylkill County school has enjoyed selling Wolfgang Candy for many years. This year, the school raised over \$27,000, exceeding their goal by \$1,000!

Sheila says she loves the simplicity Wolfgang Candy offers to her PTO when filling out the newly formatted order forms: "The accuracy of our candy shipments is terrific. We do not have to worry that our orders will match our products,

Wolfgang's quality control is exceptional."

This year the students at Hegins-Hubley were extra motivated by the incentive of a limo-lunch for selling the Wolfgang products.

When new PTO members considered selling other items such as fruit baskets or lollipops as fund raisers, Sheila shared her experience in making a great profit for the smallest effort of any other fund raiser in which she has participated.

Funds raised will go to educational programs, their yearbook and field trip buses...the nice chartered ones with bathrooms!

Sheila has even introduced Wolfgang Candy fund raising to her high school daughter's band!

Wolfgang Candy is fortunate to have such a phenomenal advocate in Sheila, and extends their sweetest appreciation for her efforts.

disappearing act

This October, empty shelves appeared at Fox's Market in Middletown, Pennsylvania. Wolfgang Candy vanished from the store in record time! Was it spirits and ghosts? No, evidence shows that it was the chocolate lovers from the neighborhood which includes a community of older adults. The first two weeks of the month were the best sales of any of Wolfgang's retail outlets, followed by the second best week! DSD Manager **Sewel Harris** responded to the manager's call about the vacant shelf space the very next day, providing great customer service and more yummy Wolfgang Candy products for all of those chocolate-loving Middletowners!

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:

- 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

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.

