

Volume Seven

A family tradition in chocolate since 1921

www.wolfgangcandy.com

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Breaking news...

Chocolate Raspberries and Blueberries are back, now better than ever.

See below.

Wolfgang's online fundraising tools make it simple for you.

Coordinate, purchase and individually deliver your next Wolfgang orders at the click of your mouse!

Page 2.

Celebrate 85 years of Wolfgang Candy

Buy 5 items and get a free gift!

See page 5.

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Wolfgang™

The Chocolate Tymes

Did you like our chocolate covered berries? Try our EVEN BETTER raspberries & blueberries

Looking for the perfect chocolate treat? Rich in antioxidants, Wolfgang's new and improved **All-Natural Dark Chocolate Dipped Blueberries and Raspberries**

have a longer shelf life and an even fresher berry taste. We listened to your plea for truly all-natural chocolates and have reintroduced this pure chocolate product with no preservatives, no artificial colors, all natural flavors and no hydrogenated oils or trans fats. They are so delicious, you will forget they are this healthy!



Ad crafted by a talented team of Sinking Springs Elementary Fifth Graders especially for Wolfgang Candy.

TM **Make Our American Family Tradition Yours**



Steve Schmid, Managing Partner
email: sschmid@wolfgangcandy.com
Phone: 800.248.4273

news from steveSchmid, managing partner

"It's all at the touch of the purchaser's finger tips. Orders will be shipped directly to the purchaser's door. Organizations don't have to form a committee to be available for a scheduled delivery day, and then worry about getting the products to the end consumer, as in traditional fundraising." Steve Schmid, managing partner



Point, click, purchase and enjoy.

Online fundraising delivers delicious chocolates right to your door.

Now your organization's **family and friends from around the world** can participate in your fundraising efforts. By visiting www.wolfgangcandy.com, anyone can order Wolfgang's legendary chocolates and other fine confectionery goods. Using **your organization's unique account number**, your family and friends can earn **50% profit** for your highly regarded organization.

Orders will be shipped directly to the purchaser's door. (Normal shipping rates apply.) That's right! Your organization doesn't have to get involved with the delivery at all!

Also, your regular customers may want to order additional products. That's just as easy! Simply, point, click, purchase!

Even that purchase will contribute 50% of the individual's sale to your organization. It's that easy!

Also, there are **no seasonal boundaries** like other traditional fund raisers. Wolfgang Candy Company's website fund raising is year round. New and exciting products and promotions are added monthly. **Organizations will no longer have to form a fundraising committee** to be available for a scheduled delivery day, and then worry

about getting the products to the end consumer, as in traditional fundraising.

Download our latest Chairperson's Fundraising Guide to get started now.

Print our brochures and prize program information to share with your family and friends.

Click to view an animated presentation about fund raising with Wolfgang Candy.

Stop by and see what's new for you at www.wolfgangcandy.com!

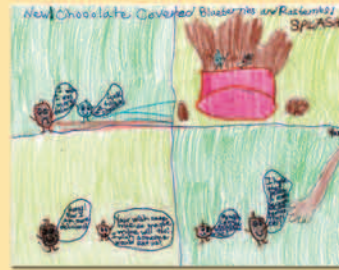
York's Made in America Days were tons of chocolatey fun at Wolfgang.

Our free tour is a hit! It is notes like the one below that tell us we are delighting our visitors during our busy open house factory tour:

"My family and I would like to thank you for a wonderful experience we had today visiting your facility today. We traveled from Wyomissing, PA, and were not sure what to expect. We were quite pleased we took the car ride, which was about one hour. I traveled with two of my children and my son brought his friend. We all had a great time seeing the process of candy making and being able to sample some of the sweet treats. I will be back again soon with more family and friends. I even bought a box of **Wilbur Buds** for my dad, his favorite candy, for Father's Day this Sunday. He'll be surprised! Thank you for allowing us to make these memories with you and your employees." Sincerely touched, Wendy from Wyomissing, PA

Our guest **Nancy Ampacher** won the door prize, a gift basket, proclaiming, "What a delicious prize!"





Young ad execs woo Wolfgang

"Raspberries are red. Blueberries are blue. And now they are covered in chocolate, too!" That is the memorable advertising slogan crafted by a talented team of **Sinking Springs Elementary Fifth Graders** - especially for Wolfgang Candy in preparation for their visit to the working candy factory in York, PA. With five intensive days of classes to learn the ins and outs of business, these students have benefited from the instruction and volunteerism of **Diana Mohn**. Ms. Mohn is a Certified Financial Planner with **The Financial Advisory Group** in York, a **Junior Achievement** volunteer and a mother to twins who are transitioning from Sinking Springs Elementary to seventh grade at **Central York Middle School**.

Junior Achievement of South Central PA (JA) led by President **Lyn Buckler-Bergdoll** reaches nearly 25,000 kids with innovative and technology focused programs thanks to volunteers like Ms. Mohn and educators like **Ms. Shelly Eaton**, the fifth graders' teacher.

Studying how to succeed in business is not your typical ten-year old's curriculum, but these progressive kids learned about different types of

businesses, production, business plans and promotion. They even created a successful fictitious pen company, with only a few pieces flying around the room during production...

So, their June 16 field trip to a real working factory was the icing on the cake, or, more aptly, the chocolate on the berry! "Wolfgang Candy was the perfect culmination of the students' business lessons. Taking the Wolfgang Candy tour through their original factory really helped the kids to understand how a business operates, grows and changes. We researched Wolfgang before coming and the students created advertisements for the company's new berry products," said Mohn.

Fifth generation family member of Wolfgang Candy, as well as Millersville University Elementary and Special Education student and Tour Guide extraordinaire, **Nicole Emschweiler**, (Great, great granddaughter of Mima Mae Wolfgang) was the lucky staff guide for these ambitious children. "The Sinking Spring's class was most captivated by the fact that Wolfgang cross trains employees to work on more than one line so they can efficiently

work as a team." Ms. Emschweiler loved the ad campaigns the students shared, and was surprised about their knowledge of Wolfgang Candy from their past fundraising efforts. And, as expected, she commented that the end-of-tour treat bags were the ideal promotion for these future ad execs.

Ms. Mohn said that the students walked away with much more than some delicious Wolfgang chocolates. The field trip really helped the kids to develop a real-life understanding of how a business works and the importance of, well, hairnets!

"I found it amazing that these kids took the time to research and learn about Wolfgang prior to their visit," added **Mike Schmid**, Wolfgang Candy Company Managing Partner. "I was extremely impressed with their ad campaigns, complete with slogans and conceptual drawings. I've seen less effort put into marketing campaigns by professional ad agencies. These kids really expressed a lot of enthusiasm and creativity and I think their involvement in Junior Achievement will prove to be a very wise investment," commented Schmid.

It's FREE

Visit the Wolfgang Chocolate Factory ranked #4 on Food Network's "Top Five Tasty Tours." FREE original working Chocolate Factory Tours Monday through Friday at 10 AM and 2 PM. Weekends by appointment.



Wolfgang Family Photo

The way we were, by Bill Schmid

In celebration of 85 years of Wolfgang Candy...

Hand Coating (My Remembrance)

When the company first began, chocolate coating was all done by the hand dipping method. However, my recollection has to do with watching Grandma Wolfgang and Aunt Louise hand coating those items that were not coated by an enrober. Also, there were other women who helped Grandma and Aunt Louise - I'm sure if I tried to name them I would be amiss and would forget someone. I don't want to do that, so you'll just have to believe me when I indicate that at one time there were at least eight to 10 women hand coating peanut clusters, raisin clusters, peanut butter balls, vanilla and chocolate butter cremes,

The raisin and peanut clusters were coated exactly the same as the raisin clusters are done today. Melted chocolate was placed into a heated pan between two workers. They would remove chocolate from the pan and put it onto their marble slabs, dipping the chocolate out by hand. Then, they would

work the chocolate until they were certain it was tempered. The raisins or peanuts would then be added to the tempered chocolate, and then magically placed into cups, which were hand picked into market trays. I say this was magic because each one dip seemed to be exactly alike. The filled trays would be placed into a cooling area for cooling and later put into market boxes. .

The cremes and peanut butter balls were made a little bit differently. The peanut butter was mixed in the kitchen in a mixer and then placed into crystal pans. The hand coaters would then roll each ball individually with their left hand, roll it into the tempered chocolate and then placed into a paper cup.

The cremes were done the same way. Later, the company became quite mechanized. A centering machine was used to make the balls of peanut butter and cremes. This machine was a small press which forced the product out of a die onto a small wooden tray - about nine by 12 inches. These trays would

then be taken to the hand coaters who would then take each ball and coat it without having to make the ball themselves.

There were two areas that were used for hand coating. During the winter months they were situated along the South Wall where the stoves are in the current kitchen. The need for cooling in the Spring put these people in the "cooling room" which was where the non-pariel machine ends today. Later, the area now used as the "starch room" became the location for the hand coaters. However, as the company became more mechanized, with the Greer Enrober, technological advancements in making cremes, a larger utilization of starch molding, the cluster machine in Building 2, left but one basic item to be hand coated, our delicious raisin clusters. The hand coating room became the assorted packing room. *(More about the past in the next issue....)*

A wonderful day was enjoyed by all at Wolfgang Candy's End-of-Season Celebration at Rocky Ridge Park on June 10. Games, prizes, food and fun united the families and friends of Wolfgang celebrating employees' hard work and dedication.



Wolfgang employees winning prizes and games at the annual celebration.



meet one of our gang

But Wolfgang Candy's Machine Operator, Dick Van Dyke was not named after a movie star. He was given the name of his father's brother, a hero who died in World War II who was born on January 26 just like Dick

He's seen it a hundred times, friends tripping over an ottoman like Rob Petrie did on the Dick Van Dick Show. He still chuckles at the schtick and friends thinking they were the first to remind him of sharing a name with a famous actor. But Wolfgang Candy's Machine Operator, **Dick Van Dyke** was not named after a movie star. He was given the name of his father's brother, a hero who died in World War II who was born on January 26 just like Dick

Dick has traveled the world, the Far East, Europe and lots of the United States during four years in the Air Force where he worked with the munitions and bomb units. Dick retired from the National Guard in 1998 after 19+ years of service to our country. When asked about his experiences during his tours of duty, he quickly asserts, "We've got it made in America. We have so much here..."

Having adventured throughout the world, surprisingly Dick embraces the quiet solitude crossword puzzles, saying they teach patience and keep his mind sharp. This language enthusiast admits to adding just a few new words of his own to the dictionary, when the going gets rough.

Dick's patience extends to his passion for woodworking, building signs and furniture, some for his teenage daughters, Emily and Elisabeth. Dick also spends his time away from Wolfgang fishing, camping and enjoying model N-gauge trains.

Arriving early to work so that he can linger over his coffee and crossword, Dick is a machine operator in Building 3. With over 17 years with Wolfgang, Dick has learned his trade from the ground up. He first worked in the warehouse driving the forklift for his first four years, then spent twelve years

in Building 2. Dick says, "I love the progression of learning the different machines," and was excited to move to Building 3 this past year.

Lorrie Ernst, Production Supervisor, Dick's supervisor says, "Dick is a very dedicated employee, he cares about the company and would do anything he could to help out. He has recently moved to Building 3 where he has learned a new dimension in making candy. He has learned very quickly how to run the enrobing lines. He will be going to 3rd shift temporarily to help during a special project which shows his willingness to do what it takes to get the job done.

So what candy would Dick create if he had his druthers? A chocolate covered pickle, inspired by his third grade nickname "Pickle" that some school friends-turned-coworkers still call him today!



Dick Van Dyke- 17 years of dedicated service to Wolfgang Candy

In celebration of 85 years in business, Wolfgang wants to share the fun with you. Buy 5 Wolfgang Candy items and you will receive a FREE GIFT from your friends at Wolfgang.

Visit wolfgangcandy.com for more information about how you can get custom candy bars like this for your next celebrations at work and at home.

Congratulations to Wolfgang Candy Receptionist Monica Green on the birth of her son, Jemier Lamonte.



*IT'S A BOY!
jemier lamonte green
Born June 30, 2006*



*Net Weight: 6 lb, 6 oz
Serving Size: 20 inches*

Fund Raising for Schools

Wolfgang Candy wants to ensure you that PTOs and parents can sell delicious chocolates and still adhere to the new school wellness guidelines.

"This is another societal issue that is being legislated into the school system that should be handled at home," Eric Wolfgang of the Central York School Board

Many parents and educators are confused by the new school wellness guidelines and their impact on fund raising. Parents have been concerned that their profitable Wolfgang Candy fund raisers are not in line with the new guidelines.

In the **York Daily Record/Sunday News** article, "Fundraising foods on the table: Candy, pizza vs. fruit baskets. Some district officials know how to handle new guidelines and others don't," by **Michelle Starr**, a School Board official shares his frustration with legislation trying to rule our parental decisions.

Eric Wolfgang, president of the **Central York School Board**, (and,

incidentally, not affiliated with Wolfgang Candy) said guidelines for foods sold for fundraising by booster clubs, performing arts groups, PTOs and other organizations need to be the same rules as those offered in the cafeteria and vending machines - *if they are to be sold during the day.*

After school, students should be able to sell whatever items they want, he said.

Wolfgang said he believes schools appear to be doing a good job of offering healthy options to students, but the students are only in school six hours a day.

"This is another societal issue that is being legislated into the school system that should be handled at home," he said.

Food and fundraising guidelines (For Foods Sold as Fundraisers on School Property DURING SCHOOL HOURS)

- Items will be packaged in single-serve portions
- Foods considered of minimal nutritional value by the U.S. Department of Agriculture won't be available at school
- Foods won't be fried.
- Foods won't contain sugar as the first ingredient
- Foods will provide minimal to no trans-fatty acids

Source: Pennsylvania Department of Education

Taste the delicious savings!

BUY 2, GET 1 FREE!

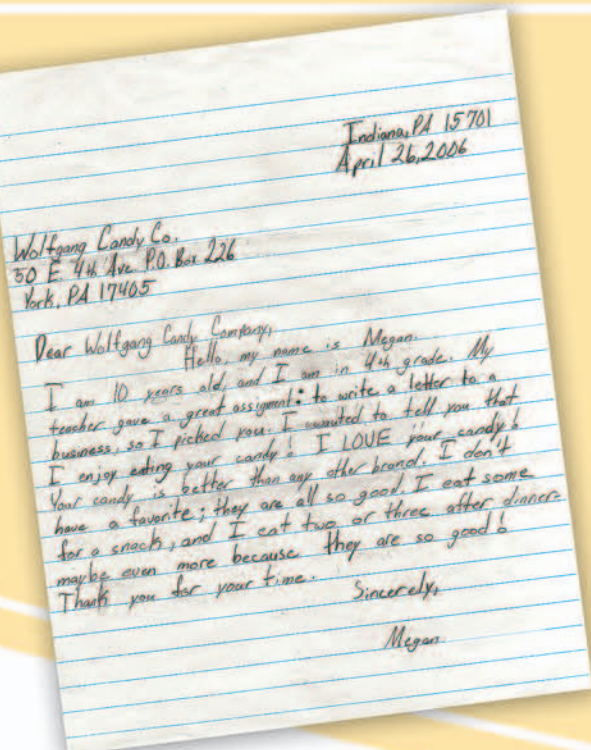
It is FUN to go back to school when you can **buy two Chocolate Covered Animal Cracker School Boxes** and **get one FREE!** Visit our York factory candy store, Wolfgang Das Sweetenhaus Shoppe, and participating merchants to get yours today.

GIFT VOUCHER

For online redemption, enter coupon code SB005



Some fundraising prize incentives you will love 7



DO YOU AND YOUR FAMILY LIKE TO WIN STUFF LIKE THIS?

Students who sell 60 or more items will automatically have their names entered in a drawing for a chance to win one of the following prizes:

- ◆ "Got Chocolate?" T-shirts for your *entire* immediate family
- ◆ IPOD (120 songs) – valued at \$70
- ◆ Portable DVD Player with 7" screen – valued at \$100
- ◆ Hummer CD AM/FM Clock Radio w/Remote - valued at \$110
- ◆ Play Station Portable – valued at \$250

DO YOU WANT TO BE A CHOCOLATIER?

Student fund raisers who sell 150 or more items will be eligible to win Wolfgang Candy's **GRAND PRIZE** of learning to become a real candy maker!

The winning student and family will **spend a half day at Wolfgang Candy Company** in York, Pennsylvania, learning to make chocolate candy with an expert Wolfgang candy maker. The entire family will be treated to two nights at a local hotel, two breakfasts, one dinner and a delicious Wolfgang gift basket. The grand prize includes Wolfgang "Got Chocolate?" T-shirts for the winning family.

(Transportation to Wolfgang Candy is not included.)

DO YOU LIKE TO GET COOL PRIZES?

Students who sell even one Wolfgang Candy item will walk away with one of these fun "Level" rewards for raising money for their school. Sell more, get a better prize!

LEVEL	# ITEMS SOLD	PRIZE
1	1 OR MORE	PARTICIPATION PRIZE (WOLFGANG'S CHOICE)
2	5 OR MORE	WOLFGANG CANDY BAR
3	20 OR MORE	FAT-FREE GUMMY BEARS
4	35 OR MORE	\$ 5 WAL-MART GIFT CARD
5	50 OR MORE	\$10 WAL-MART GIFT CARD
6	60 OR MORE	\$15 WAL-MART GIFT CARD
7	80 OR MORE	\$25 WAL-MART GIFT CARD
8	100 OR MORE	\$50 WAL-MART GIFT CARD
9	150 OR MORE	\$100 CIRCUIT CITY GIFT CARD

Organizations selling \$30,000 or more will receive **DOUBLE** the above listed Incentive Program prizes for LEVELS 1–9. *(Level awards are not cumulative.)*



Wolfgang Dark Chocolate Assortment (14oz)

A dark chocolate lovers delight... Wolfgang's most popular centers enrobed in decadent dark chocolate! **Only \$11.00**

According to the Chocolate Manufacturers Association, chocolate contains flavonoids, naturally occurring compounds in the cacao plant that are believed to be good for cardiovascular health. They act as antioxidants that may protect the body's cells from damage. Natural cocoa, baking chocolate and dark chocolate have the highest antioxidants.



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



*Fund raising made easy....
Online ordering. Individualized delivery.
50% profit to you.
Simply delicious!*

- 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.



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