

Volume Eight

A family tradition in chocolate since 1921

www.wolfgangcandy.com

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Breaking news...

October is Breast Cancer Awareness Month. What better reason to eat a "Think Pink" chocolate bar?

See below.

Parents & schools are confident again when fund raising

Partner Mike Schmid helps fund raisers understand the School Wellness Guidelines.

Page 2.

Holiday shopping made easy at Wolfgang Candy

Gifts for business, social engagements and friends...

See page 5.

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# Wolfgang

The Chocolate Tymes

## Join Wolfgang Candy in supporting Breast Cancer Awareness.

October is Breast Cancer Awareness Month, the leading cancer afflicting caucasian and African American women.

Wolfgang Candy Company is proud to have created a very special two-ounce Milk chocolate bar selling for \$1.50. Fifty cents of each bar will be donated by Wolfgang Candy to the Philadelphia affiliate of

the Susan G. Komen Breast Cancer Foundation, working to eradicate Breast Cancer through research, education, screening and treatment. Candy Bars can also be purchased during October at Wolfgang Candy Company while supplies last. Take care with monthly self checks and yearly mammograms to detect breast cancer early. Join Wolfgang in the fight against cancer.

Every three minutes a woman in the United States is diagnosed with breast cancer. In 2006, an estimated 212,920 new cases of invasive breast cancer are expected to be diagnosed, along with 61,980 new cases of non-invasive breast cancer. 40,970 women are expected to die in 2006 from this disease. **Please, join Wolfgang in the fight.**



Above: "Think Pink" Breast Cancer Awareness bars

"Special thanks" to employee Dona Dellinger for leading this important effort.

TM Make Our American Family Tradition Yours





Mike Schmid, Managing Partner  
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## news from **mikeSchmid**, managing partner

*"I have been talking to everyone I can, from Senators to Janitors, to inform Pennsylvania parents that Wolfgang Candy fund raisers do not violate the Child Nutrition Guidelines. I am sharing an excerpt of a letter I wrote to the York Dispatch newspaper on September 21 to clarify the facts and encourage schools and parents to continue to enjoy the rewards of fundraising with Wolfgang Candy Company." --Mike Schmid, managing partner*

# Wolfgang Candy- still a perfect fund raiser.

## Schools & parents have been confused about school nutrition policy

In response to **The York Dispatch** editorial of Sept. 14, I would like to set the facts straight as they relate to local public school wellness policies and foods sold as fund-raisers.

Your statement, "And stock up on the chocolate and microwave popcorn now, because soon even after-school fund-raisers will have to follow guidelines limiting sugar, fat and sodium and promoting a healthier lifestyle," is both misleading and incorrect.

The Child Nutrition and WIC Reauthorization Act of 2004, requires all schools participating in the National School Lunch Program to develop local wellness policies. One requirement of the law is that nutrition guidelines must be developed for all foods available on each public school campus during the school day.

The act specifically addresses foods offered at schools, consumed by school children, during school hours, and on school property, other than meals served through the National School Lunch or School Breakfast programs.

The act and related school wellness policies only address foods served and/or consumed during school hours by school children; served and/or consumed on school property by school children; served, sold, or distributed to school children on school property.

The act has no bearing on nor any authority over independent parent groups and has no bearing nor any authority over fund-raising programs that do not take place during school hours and/or on school property; are conducted by and for benefit of

independent parent organizations, including foods sold for fund-raising which are not served, sold or distributed to school children during school hours and/or on school property.

Traditionally, food products that have been utilized quite successfully as sellable products for fund-raising have been candy, pizza, subs, and other sandwiches, popping corn, cookie dough, etc.

All of these products seem to be singled out within daily diets as the source of obesity by the Pennsylvania Department of Education's "Guidelines for Nutritional Standards for Competitive Foods in Pennsylvania Schools," which have been developed and communicated statewide throughout our public schools under the auspices of the federal act.

Although the act does not specifically address foods sold for fund-raising purposes, it appears that the Pennsylvania Department of Education is determined to legislate the idea that such foods are the root cause of obesity in our nation's children and youth.

Trying to eliminate these products, that are made available by local or at least home-based (American) companies, leaves few items (non-food) for fund-raising. Most of these latter products are manufactured by foreign companies that in no way contribute to the tax base here in the United States.

Pennsylvania's new "Guidelines" as they relate to supposed compliance with the federal Nutrition Act simply forces PTAs/PTOs and other independent school-affiliated organizations to look

offshore for fund-raising products (almost exclusively non-food items).

Eliminating traditional food products from fund-raising, which really is not what the federal nutrition act is about, causes economic problems for companies providing food items for fund-raising in many ways; i.e., lost sales, lost profits, the elimination of jobs, all of which are detrimental to the local public school system in Pennsylvania.

I find it to be irresponsible on the part of state and local educational officials that they have not eliminated the assumption that the federal act pertains to fund raising efforts of PTO/PTA's, sports groups and other school affiliated organizations.

It has not been clearly publicized nor defined that these new "Nutrition Guidelines" are completely voluntary and in fact do not apply to independent organizations that do their fund-raising off campus and after the allotted time schedule of the "school day."

The Pennsylvania Department of Education has overstepped its bounds and is providing the public with misinformation instead of education.

[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!](http://www.wolfgangcandy.com)

# Holiday Gifts Guide

Have you already gotten your business and hostess gifts for the friends on your list?

Here is the simplest, most delicious solution! Visit [wolfgangcandy.com](http://wolfgangcandy.com) and click on *Corporate Gifts* for more details. Save time, call 800.248.4273 or place your order online today so you will be ready for holiday gift-giving on time this year!

Take advantage of our VOLUME DISCOUNTS:

>\$500.00 and <\$1,000.00 .....10%

>\$999.99 and <\$5,000.00 .....20%

>\$4,999.00.....30%

Personalize your gifts with a beautiful personalized full-color gift label for only \$2/ea.



\$27.75

WOLFGANG SELECT  
SWEET STACK (Item #3212)



\$42.75

WOLFGANG DELUXE  
SWEET STACK (Item #3211)



\$57

WOLFGANG ESSENTIALS  
SWEET STACK (Item #3210)

DARK CHOCOLATE  
DIPPED RASPBERRIES  
GIFT BOX (Item #RS12)

DARK CHOCOLATE  
DIPPED BLUEBERRIES  
GIFT BOX (Item #BS12)

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



\$59

WOLFGANG ESSENTIALS  
GIFT BASKET (Item #3207)



\$35

WOLFGANG DELUXE GIFT  
BASKET (Item #3208)



\$12



Only \$17

CHOCOLATE BUFFET  
Item #3209

## Community Matters...



Spearheaded by Partner William Schmid, Wolfgang Candy is proud to support our community partner Bell Socialization's "Adopt-A-Day"-Program through underwriting three days of service.

Each year, Bell Family Shelter strives to raise community awareness about homelessness issues and the shelter's ability to continue providing services to families in need.

\$25 provides a month's worth of diapers, formula and daily infant care items for a shelter infant or toddler.

\$50 provides the food items necessary to round out nutritional needs of the shelter population for a day, supplementing the Shelter's USDA food distribution & canned donations.

\$100 provides a week's worth of services for a child, ensuring that he or she does not sleep in a car, on the street or in an abandoned building.

\$300 provides bed linens, pillows, blankets and towels for ten individuals waiting to secure permanent housing.

\$600 provides housing and utility

expenses, 3 meals, basic needs for personal care and laundry, and supportive counseling in the areas of budgeting, employment, and parenting skills for a family of four for a shelter day.

Civic organizations, business, churches, foundations and individuals may "adopt" a day (or more) at our shelter by donating all or part of one day's operating costs. Supporters may "adopt" a day for \$600, or a half-day for \$300.

[www.bellsocialization.com/adoptaday.shtml](http://www.bellsocialization.com/adoptaday.shtml)



# The way we were, by Bill Schmid

*In celebration of 85 years of Wolfgang Candy...*

## Hard Candies (My Remembrance)

Previous to my recollection, hard candies, such as clear toys and cough drops were made by the candy makers at Wolfgangs. I've seen the molds and the hand-driven machine used for making clear toys and cough drops, but never saw them in operation. I do recall, however, the manufacturing of peanut butter straws, chocolate straws, peanut brittle and peanut brittle with coconut.

The straws were made in a kitchen, where the Kreuter enrober now ends, which involved the cooking of the batch on a stove, pouring it onto a cooling

table, worked by hand until it could be carried to a pulling hook, and pulled, as we still do today, the peanut butter or chocolate filling, added and rolled into the shape of a long tube. This was then placed onto a "batch roller" where the batch was shaped by hand into a thin rope and "notched" by a hand powered cutter. A worker would pull this rope away from the cutter in long (maybe four to five feet) pieces and stacked, one rope after the other, on a table which was next to the outside wall along the alley. After these ropes were cooled sufficiently, a stick was used to break the ropes into individual pieces, shoved to

the end of the table and packed into containers - at one time cream colored cans were used.

The evolution of these particular candies, chocolate straws and peanut butter straws, changed a bit - the chocolate straws were in two colors - pink and white - while the peanut butter straws became "puffs." The difference between the puff and the straw was that the straw contained a filled center while the puff had the peanut butter filling throughout the piece. The latter was

*Continued on page 7.*

## Say "Cheese" "Chocolate"!



Wolfgang Candy is tickled to extend a heartfelt congratulations to **Kristen Masengarb** who won second place in the *York Dispatch Photo Contest* after Wolfgang Partner **Ben McLaughlin** suggested she enter the contest. Kristen said she's never entered a photo contest before and simply used her new digital camera. The photo was taken when Kristen and her husband **Mike** brought their daughter **Maddie** and three friends on the Wolfgang Candy Chocolate Factory Tour this spring to celebrate Maddie's birthday. It was obviously a delicious time! Since then, sister **Isabelle** has joined the Masengarb chocolate lovers!

Kristen says she remembers selling Wolfgang Candy as a student. Her favorites were (and still) are chocolate covered pretzels. Thanks, Kristen, for sharing your "tasty talent" for photography with us!



*Top:* The Masengarb family  
*Left:* Maddie and friend Emily in the winning photo  
*Above:* Wolfgang Partner Ben McLaughlin with tour

# meet one of our gang

*"Not so," says Ethel's supervisor, Bev Weber, whose words about Ethel convey an obvious fondness and respect. "She is a very, very devoted employee, still going strong after 34 years! She never complains and her personality is one that is young at heart."*

You might think that, after 34 years of making delicious Wolfgang chocolates, **Ethel Wintermyer** might be slowing down. But, "Not so," says Ethel's supervisor, **Bev Weber**, whose words about Ethel convey an obvious fondness and respect. "She is a very, very devoted employee, still going strong after 34 years! She never complains and her personality is one that is young at heart."

Celebrating her 34th anniversary with the candy company on October 27, this energetic mother/stepmother and grandmother shares some similarities with the family who has become like an extended family to her. Like Wolfgang, Ethel has a strong local family history, being the fifth generation living on her family dairy farm. With 13 siblings in her family, ages 70 to 90, (with a sister and two brothers who have passed away)

Ethel certainly knows all about working together with a big family...since her sisters and brothers still all live within about a five-mile radius!

Ethel also has worked with all of the Wolfgang family relatives during her tenure with the company, even **Ruby Wolfgang Schmid, Louise Wolfgang Everhart** and **Josephine Sindlinger**. She loves that Wolfgang Candy has been so family oriented, enabling her to raise her family, enjoying time off with her children during the summers.

Ethel has a guiding philosophy that she tries to uphold, and that is "to not take herself or life too seriously."

When Ethel is not at Wolfgang Candy, you can find her flower gardening, antiquing or sipping a glass of wine. Or spending time with her enormous family!



*Ethel Wintermyer- 34 years of dedicated service to Wolfgang*

After 34 years of candy making and adapting to the changing times and ever-expanding business, you would expect that Ethel would not have to stop and think about which is her favorite candy, but she did... Well, it's chocolate covered almonds - so appropriate for this strong woman with a very sweet exterior!

Take a SPOOKTACULAR TOUR of the Wolfgang Chocolate Factory on Halloween, Tuesday, October 31st. Dress in your favorite costume and Trick-or-Treat through the chocolate factory hourly from 10:00 AM through 2:00 PM on Halloween. Please call or email in advance to reserve your Spooktacular Tour time. For more information, please visit [www.wolfgangcandy.com](http://www.wolfgangcandy.com), email [info@wolfgangcandy.com](mailto:info@wolfgangcandy.com) or call 800.248.4273. This FREE Wolfgang Spooktacular Chocolate Factory Tour is appropriate for all ages.

## Simply SPOOKTACULAR!



*I love that Wolfgang is family owned & one of a kind...*

*Melissa Freidly, Fundraiser Chairperson,  
Clay Elementary PTA*



## Fundraising phenomena

Clay Elementary School in Ephrata, Pennsylvania, topped their Fall 2005 Wolfgang Candy sales of \$20,598 with \$26,000 in fundraising sales this fall. With 150 additional student sellers in 2006, the average sale rose from an average sale of \$31.68 to \$32.50, solid growth for the second year!

**Melissa Freidly**, a dedicated PTA mom with 4th and 6th graders, coordinated the Wolfgang Candy Fundraising for her children's elementary school, and did a remarkable job - especially considering that this is only her second year as Fundraising Chair.

Melissa attributes their success to Clay's dedicated and involved parents, fellow hard-working PTA volunteers and the entire Clay Elementary staff.

Melissa expressed how pleased she has been with the accuracy of the orders as they arrived from Wolfgang Candy. "This fall, I had far less PTA volunteers lined up to distribute the orders this fall, because the orders were so well organized," she said. "One item was back ordered and Steve Schmid had it to us by the end of the week."

When Melissa was suddenly faced with significant concerns from her fellow

parents about the impact of the Child Nutrition and WIC Reauthorization Act of 2004 and the Public Law 108-265, Melissa felt that **Mike Schmid** of Wolfgang armed her with the facts she needed to demonstrate that the Guidelines only apply to in school/on school fundraising efforts.

It took a strong leader to not just throw up her hands and jump to a less profitable fund raiser. Wolfgang Candy is glad to have such a tenacious and effective fund raiser in Melissa. Thanks!

*Taste the delicious savings!*

Available at participating retailers, online at [www.wolfgangcandy.com](http://www.wolfgangcandy.com) and Das Sweetenhaus Chocolate Shoppe in York, Pennsylvania.



From  
Our Family  
to Yours



**Wolfgang**

A family tradition in chocolate since 1921

For online redemption, enter coupon code PB00882.

### Peanut Butter Bears

Wolfgang's classic combination of milk chocolate bears filled with creamy peanut butter.

COUPON NOT SUBJECT TO DOUBLING  
REDEEMABLE AT FACE VALUE ONLY EXPIRES 12/30/06

SAVE

\$2



## The way we were (continued)

accomplished by folding the batch over and over again (at one time 13 times, now 8) to make layer after layer of peanut butter and candy. This made the candy "crunchy" or "puffy."

The Brittles were made much the same as they are today, except, after the peanuts were added to the cooking batch, the candy maker had to hand stir the batch until it was ready to have the baking soda added and then poured onto the cooling table to be "stretched" or spread by hand, marked with a marking roller, and packed into either large metal pans for retail sales, or, like the straws in the previous paragraph, cream colored cans. Some of the various cans which were used are on display in the candy store to the right of the soda fountain.

The kitchen, being as small as it was, often necessitated "night work" as the time of day for making the hard candies. After the regular eight-hour day shift was complete, workers returned at 7:00 P.M. and worked until 10:00 P.M. along with part time people, many who were relatives who worked elsewhere during the day, or, as in my case, school students. **Uncle Cleve** had a painting business during the summer months. His crew worked in the kitchen during the fall, winter, and spring, up until Easter. My first job, however, was in the recycling business. After school hours, or in the evening, if I was involved in after school sports or activities, I collected all the paper and cardboard, took it to a garage in the alley, and bailed the paper in large bails using a hand powered bailer. When the garage was full of bails, Schmidt and Alt paper company was called to pick up the bails. My pay was whatever the paper company was paying for scrap paper at the time. Recycling is back again, "What goes around, comes around!" (*More about the past in the next issue....*)

# Some fundraising prize incentives you will love <sup>7</sup>

## 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 (WOLFGANGS 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.*)



Special thanks from Memorial Hospital for partnering on a year-long incentive of box of Wolfgang Candy for every woman who scheduled her mammogram during October. **"Early detection is the best protection."**



# 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](mailto:lmorley@wolfgangcandy.com)

Show your gratitude with the perfect hostess or company gift!



## **DARK CHOCOLATE DIPPED RASPBERRIES GIFT BOX**

(Item #RS12)

Fresh Raspberries Dipped in  
Sweet Dark Wolfgang Chocolate.  
*Every bite is its own distinctive  
occasion!*

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

Hand coating kid style!  
Photographer: Kristen Masengard



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