



## We're Listening

Thank you to everyone who filled out our post sale survey. We've listened to the feedback and made a few improvements to better your fundraising experience.

**More Personalized Order Forms:** To assist your sellers and inform your clients, we can print information about your fundraising event on the order forms. We've found that listing the purpose of the sale and individual goals generate more profits. Make sure to mention your sale details when scheduling this year.

**Simplicity:** Sorting orders can be time consuming and frustrating. We've reduced our requirements for pre-packaging. Each group that sells 300 units has the opportunity to submit their individual seller's totals by flavor. The order will then arrive at delivery sorted by seller. Our representatives are able to assist sorting orders under 300 at delivery.

**Incentives:** This fall we've introduced a few incentive programs to motivate sellers. The Butter Braid pastries will include the 15<sup>th</sup> anniversary \$5 Subway gift card program for sales set up between September 1 and October 1 with delivery before Dec. 22, 2011. The Pastry Puffins offer a multi-level incentive program. Read on to find more information.

## Celebrating 15 Years!

This falls marks our 15<sup>th</sup> year distributing fundraising products throughout areas in Minnesota and Wisconsin. Over the years we've tailored our programs to create a process that is simple, profitable, and fun using only high quality products. There have been a few updates to our program for this fall including new flavors, new packaging, higher profits, and incentives for sellers. After a few tests last year, we've even come up with a few strategies that increase profits that we are incorporating in all of our sales this year.

To celebrate our 15<sup>th</sup> year we will be providing an incentive for our most popular program, Butter Braid pastries. **Set up your sale between September 1 and October 1 with delivery before December 22, 2011** and each participant that sells 15 pieces will earn a **\$5 Subway gift card**. Consider it lunch on us in appreciating of your business after all these years.

We value your business and want to do everything we can to help you achieve your goals. Please read on to find out about our new ideas and let us know how we can help you and your group achieve your fundraising goals.

**Eric Kittelson, Owner**

## Scheduling Your Sale

Now is a great time to schedule your fall sale. Sign up as soon as possible to reserve any specific sale dates or delivery dates. It only takes a few minutes to get everything set up.

Make sure to visit [www.KittelsonMarketing.com](http://www.KittelsonMarketing.com) for the most up to date information as well as some great online tools. You can use the "Sign Up" to get your sale going right away. The "Hungry Buyers" list in the "Wants to Buy" section will connect you with people in your community looking for groups to purchase from. You can use the ordering tools to calculate and submit your order once your sale is over.

We strive to make your fundraising experience as easy as possible. Please feel free to contact us with any questions or to schedule your sale. We look forward to working with you.

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**NEW FLAVOR: Almond Crème Butter Braid Pastry**

## Butter Braid® Pastries

**15<sup>th</sup> Anniversary Incentive Special:** Every participant in a Butter Braid pastry fundraising event that sells 15 pastries or more will earn a **\$5.00 Subway Gift Card**. \* To qualify, coordinators must turn a copy of the seller's order form showing 15 items sold. The qualifying sellers will receive their gift card at delivery.

**Available Flavors:** Strawberry & Cream Cheese, Apple, Cinnamon, Blueberry & Cream Cheese, Almond Crème, Raspberry, Caramel Rolls.

Retail: \$11.00    Cost: \$6.50    Profit: \$4.50

\*Available for sales scheduled between 9/1/2011 -10/1/2011 and deliver before December 22, 2011. Not available if combined with another KM program.

## Pastry Puffins®

If you haven't tried the Pastry Puffins, you are missing out. Groups that have used this program have posted great profits. This year the product will not only be in a new package, but it will be available for a **lower price** and include a multi-leveled incentive program.

### PASTRY PUFFIN INCENTIVE PROGRAM

Sell 10 Puffins – received a \$5 Subway Gift Card

Sell 30 Puffins – received a \$5 Subway Gift Card and \$15 Visa Card

Sell 50 Puffins – received a \$5 Subway Gift Card and \$35 Visa Card

Sell 100 Puffins – received a \$5 Subway Gift Card and \$75 Visa Card

Sell 150 Puffins – received a \$5 Subway Gift Card and \$100 Visa Card

\*Not available if combined with another KM program.

**Available Flavors:** Cinnamon, Blueberry & Cream Cheese, Strawberry & Cream Cheese, Apple, Cream Cheese, Caramel.

Retail: \$11.00    Cost: \$6.50    Profit: \$4.50



*New Look: Pastry Puffins Packaging*

## Classic Breaks™ Cookie Dough

Produced by the makers of the Butter Braid pastries, Classic Breaks cookie dough matches the quality that you've come to expect from the brand. The easy "break and bake" preparation allows you to bake what you need and place the remaining dough back in the freezer for another day.

**Available Flavors:** Chocolate Chip, Double Chocolate Chip, White Chunk Macadamia Nut, Oatmeal Raisin, Candy Cookie M&M, and Snickerdoodle.

Retail: \$11.00    Cost: \$6.50    Profit: \$4.50

\*All flavors and prices are subject to change.



Candy Cookie M&M