

## Tour Script

(revised 6/16/15)

### General:

- Make sure all doors are unlocked to tour route
- Make sure hair nets and booties are stocked for the day and make sure there is a back-up supply
- Prep hair nets and booties on days where high tour counts are forecasted
- Samples ready
  - Milk Pecan Tutttles; Dark Pecan Tutttles; Milk Caramels
  - Tour Coupons
- Check with Kitchen production team to see what is being produced for the day
- Make sure to welcome everyone to come back again where appropriate at the end of all interactions.
- Identify the KQC team members working by name whenever possible
- Use “It is my pleasure”, “yes sir” and “yes ma’am” when appropriate
- Smile, make eye contact and have fun with our guests
- Use our Brand language, i.e.
  - Quality; American; Heritage; Tradition; Hand-made; Owner operators; Hand-crafted Chocolates; The Perfect Apple; Original Recipe Ice Cream; Original Salt Water Taffy Chews; Celebration Ice Cream Cakes; Tutttles and Sea Salt Caramel
  - Never use the word “corporate” to describe our facility, office team, office area or a team member
- Make sure all doors are locked to tour route at end of last tour of the day

### Stop #1 - Large pane windows by “Tour Starts Here” sign

- Welcome everyone to Kilwins Chocolate Kitchen
- Introduce yourself and include something about you (where you are from, history with Kilwins, etc.)
- Ask where everyone is from
- Ask who has been to a Kilwins store before, anyone been on a tour before
- Let tour group know that tour will last about half hour
- Thank them for visiting
- Ask about nut allergies
- Brief explanation of Kilwins
  - We opened our 100<sup>th</sup> store in June of this year.
  - We are in 21 states
- All Kilwins stores have 4 key parts (have everyone turn to view store)
  - Our friendly, caring team members that bring the Kilwins experience to life
  - Our Store kitchen where we make:
    - Fudge
    - Caramel Corn, Brittles, Nutcracker Sweets
    - Hand-crafted confections like caramel apples and hand-dipped chocolate products
  - Original Recipe Ice Cream (currently carry 40 flavors)
  - Hand-crafted Chocolates (that you’ll see being made on our tour today)
- Speak briefly to our Summer Marshmallow Promotion (Heavenly Hash, Topping, Ice Cream, etc.)
- Explanation of our cooking Kitchen
  - All centers are made – Creams (dome-shaped) Truffles (cylinder-shaped)
  - Friend Machine
  - Cream Beater / Truffle Mixer
  - Cooling Tables / Caramel Cutter
  - Taffy Puller (we make 14 flavors)

- Many of our heritage machines date as far back as 1925 – we use whatever we think makes the very best candy

## **Stop #2 Sign by drinking fountain – History**

- Don & Katy Kilwin opened for business in 1947
- Simple desire to make the very best products possible
- Today we continue this American success story
  - Products are still hand made
  - Committed to making the best tasting products possible
  - Made and served by people who care and strive to provide you a super-premium experience

## **Stop #3 “Grow with Us” sign before entering hallway**

- Show all Kilwins locations 100 stores in 21 states
- Most recent store opened in Branson, MO in May
- New stores opening in summer/fall 2015:
  - Alexandria, Virginia
  - Hilton Head- Shelter Cove, South Carolina
  - Grand Haven, Michigan
  - St. Charles, Missouri
- Invite those interested to pick up information

## **Stop #4 Hall by Training Room**

- Company Headquarter Offices on left
- Extensive training for all new franchisees (store owners)
  - Dedicated for caring customer service, quality and product consistency
- Team members – 90 - 100 full and part-time team members
- High temperature cooking kitchen on right
- We use whatever equipment we think makes the very best candy
- Give examples of products made here (caramel, toffee, sea foam, brittle, taffy, and cream & truffle centers)
- Point out team members by name when possible

## **Stop #5 Senses wall poster**

- Our goal is to provide you not only the best chocolates and ice cream but also with a great sensory experience every time you visit a Kilwins store.
- The Kilwins experience really is designed around all of the senses and that is how we came up with our tag line of “Sweet in every Sense since 1947”
- Kitchen made vs. store made – refer to pictures

## **Stop #6 Ice Cream Wall**

- 1985 developed/introduced our own Original Recipe Ice Cream (Wayne Rose-2<sup>nd</sup> owner)
- Today we make over

- flavors (most stores carry 32)
- Commit to only the very best of ingredients
- Top Ten Flavor Board (what is your favorite?)

#### **Turn to Hot Kitchen area**

- Fire mixer from the 1960's
- Forced Air stove from the 1940's
- Cooking temperatures as high as 300 degrees
- Copper Kettles (consistent heat)
- Again touch on what is made here
  - Caramel, toffee, seafoam, brittle, taffy, truffle and cream centers

#### **Stop #7 Sign by freight elevator/benches**

- Invested in our own delivery network in 1995 (semis)
- Three components of the semi
  - Front Section - Transport ice cream between 10-20 degrees below zero
  - Middle Section - Keeps chocolates & other perishable products at 60 degrees, less than 50% humidity
  - Back Section – Non-perishable items, i.e. paper products, cups, bowls, spoons
- Distribution Center in Petoskey
- Distribution Center in Delray Beach, FL opened in 2006
  - This facility delivers to all of our 33 stores in Florida
- Put on hairnets, booties and beard nets. Hairnets go over any regular hat. Sanitize Hands.
- Remind guests to be mindful of safety and sanitation

#### **Stop #8 Kitchen cooking area**

- Maintain a consistent heat and humidity level
- House all of our different nuts
- Still use our original recipes while we also continue to develop and innovate new recipes
- Again, the processes for making candy are pretty much the same as they were when Don Kilwin started in 1947
- Identify what we are making

#### **Stop #9 Windows outside of the cold room**

- This is our cold room – kept about 62 degrees
- House products that need chocolate to solidify
  - Put chocolate on toffee
  - Make smoothies
  - Make marshmallow
  - Make Heavenly hash
- Taffy Cutter/wrapper (14 flavors)
- Hand-made with lots of labor. There are easier, quicker, and cheaper ways to make it, but we still hand make these products because the quality is better.

## Stop #10 Beginning of the enrobing line

- We have been expertly molding and enrobing (coating) chocolates with the same chocolate, equipment and processes since 1965, with some improvements and have added new chocolate milling equipment that allows us to create new and unique blends of chocolate.
- Most of the items that you have seen being made will have chocolate put on them in this area
- Our #1 product is our tuttle line – a top seller since 1948
- In 2013 we made over 320 tons of candy here
- Identify what we are making
- Enrober – 1965, Don & Katy paid \$15,000
- Process for enrobing
  - Programmable Logic Controller
  - Bottomer
  - Chocolate Waterfall (Enrober) (Chocolate at 95 degrees)
  - Marked by hand – describe the marking process
  - Cold tunnel (takes 10-15 minutes depending on which product & which chocolate is being used)
- Point out team members by name when possible

## Stop #11 End of the enrobing line

- Here is where we give our products one last look to ensure quality before they are packaged, labeled and sent to our stores
- All of us here at Kilwins are proud of our hand-crafted heritage. We love our products & have a lot of fun making them for you.

## Stop #11 Molded Items

- Here is where our molded items are all hand poured.
- Most are places on a vibrating table to ensure all of the crannies are filled.
- They then go into a cooling chamber and when they come out they are touched up with a knife and badger hair brush.

## Stop #12 Sample Time

- We are sampling our #1 product since 1965, pecan tuttles in both milk and dark & for those that would prefer no nuts, we have milk caramels.
- We can ship our products for you
- Encourage to join the Kilwins Club and direct where to sign up
- Thank everyone for touring with us today & offer them the 20% off coupon for all window box tuttle purchases.